# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

Vol. CXXXIII, No. 13 New York, December 24, 1925

10c a Copy

# Christmas 1925

Wishing you gracious days and goodly health,

And early joy of all your heart's desires;

The faith that love is more than golden wealth,

And friendship holier than altar fires.

And when the Yule glow deepens on the wall,

And carolings proclaim Judea's star,

Pause in the hallowed twilight and recall

The days that used to be-the friends that are.

-Pit

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# MANAGEREE EEEE EEEEEEE

# The Superior Purchasing Guide

Wishes Dou.

Its 2300 Advertisers Its 25,000 \*Subscribers and all others

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4500 Pages 9 x 12 All Lines Everywhere

It presents the sales message to the right man at the right time. Space, costs for only one issue a year, continues in full effect every day in the year, and continuously brings direct inquiries from intending buyers. Hence it has More space advertisers than any other publication, weekly, monthly or any other kind—Few others have half as many.

# PRINTERS' INK

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NEW YORK, DECEMBER 24, 1925 Vol. CXXXIII

No. 13

## Is the Open-Door Policy Displacing Exclusive Dealers?

Manufacturers and Retailers Alike Shun Restricted Store Distribution as Hobbler of Profits

### By G. A. Nichols

REPRESENTATIVE of a A business publication had occasion recently to call at the furnishing goods store of the Holmes Company, in Wichita, Kans. During the year that had intervened since a previous visit, the stock had been greatly enlarged and many improvements made. Among other things, a line of shoes had been added-the Nettleton brand.

"Don't you think you are flying rather high in taking on Nettleton shoes?" the business-paper representative asked Lon Kuhl, manager of the store. "You have been catering more to the popular-price trade and your merchandise has preservily been of that kind has necessarily been of that kind. Nettleton shoes run pretty well up into money. What's the idea, anyway?"

The two are old-time friends and the business-paper man did not hesitate to ask rather personal questions. This was not the first frank discussion they had had over the developments of Mr. Kuhl's

rapidly growing business.
"Well," Mr. Kuhl replied, "I had the same idea when I first decided to put in shoes. I wanted a lower-price line which would fit in with my stock and appeal strongly to my trade. There are several good makes of shoes any one of which would measure up to these specifications. I was about to decide on Blank's shoes and then thought I would look around

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"It was then that I found out something that surprised me. The Nettleton is the most popular shoe in this town. Most of the stores handle it and advertise it by name. It sells easily because people call for it.

"Should I sell Nettleton shoes and thereby line myself up with the city-wide demand for them and get only a share of the business? Or should I take exclusive representation of a shoe that might be expected to sell easily because of its lower price and get all the sales that might be de-veloped? For a man just starting in the shoe business it seemed good sense that I take the Nettleton and this I did."

Mr. Kuhl, probably without realizing it, touched upon a matter that is giving real concern to some of the country's foremost manufacturers of shoes, clothing, hosiery and other wearables.

Shall our line be available to all good retailers whose credit is strong enough to justify us in selling them?

Or should our distribution be close communion proposition taking in only one store in a

town?

As nearly as Printers' Ink can discover, manufacturers who are asking themselves these two questions (and what manufacturer isn't?) are showing a most decided inclination to answer the first in the affirmative. In other words,

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the advantages of the open-door policy in distribution, from a standpoint of both the maker and the seller, are becoming so apparent that the producer distributing through the exclusive dealer has reason seriously to question whether he is on the right track.

The need of volume is the consideration that has brought the question sharply to the front-another of those swift merchandising developments that, grown, spring out upon the manufacturer before he has had a chance to shape his affairs to meet them and almost before he realizes what all the excitement is about

Successfully to meet competition these days, the manufacturer is being driven more and more to close prices. This is so whether his merchandise sells for little or much money. High value must be present in either case. To get his profit, then, he must look to vol-ume. The way to get volume is to develop every possible outlet for

When a line is arbitrarily confined to one dealer in a town, the matter of getting volume becomes more or less an artificial process that has to be forced rather than one that grows naturally and economically. Logical and sufficient sales volume comes only when merchandise rules are permitted to work out unimpeded. This is why volume and exclusive dealer representation are many times two directly opposite elements just won't mix.

There are, of course, two sides to the question-or rather three sides, as a St. Louis manufacturer put it during a conversation with this writer.

"Every problem has three sides," the St. Louis man said. "These are your side, my side and the right side. Exclusive dealer representation is no exception. There are the manufacturer's interests and those of the dealer to be considered. If either side had absolute power to decide, the solution of course would be entirely from the 'me' viewpoint. There has to be a third side in which the thing is permitted to work out on strictly economic merchandising principles."

Manufacturers who formerly adhered closely to the exclusive dealer system are now finding out that it does not work so well. This is because buying conditions have changed, thereby forcing a corresponding revision in selling. PRINT-ERS' INK learns that several manufacturers of nationally known goods are so impressed by the new merchandising line-up that they admit the adoption of the opendoor policy is inevitable in their business. One large organization, the International Shoe Company, of St. Louis, has already broken away from the exclusive dealer plan. Others are preparing to follow. Still others are liberalizing their interpretation of the closed rule, so as to make their merchandise available to a greater number of retailers, without throwing down all the bars. They want volume and must have it.

The experiences of the International Shoe Company and the cause of its determination to sell to a greater number of dealers are significant at this time. On account of the delicacy of the situation, Jackson Johnson, chairman of the International's board of directors, asked to be excused from discussing it for publication. But PRINTERS' INK is privileged to state the real reasons behind the company's move.

CUSTOMS IN SHOE TRADE In past years, it was the custom of retail shoe dealers to buy their goods in two main bills, one in the spring and the other in the fall. The purchases were amenough substantially to cover their needs for these periods, supplemented by a certain amount of fill-in buying. Beginning about three years ago, the retailer found that on account of the rapid and frequent changes in styles, especially in women's novelty shoes, it was entirely out of the question for him to do the bulk of his buying twice a year. Gradually, he got to buying in smaller quantities and more often. He started this with novelty foot-

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McCANN Company Offices in these eight great marketing centers give us intimate knowledge of regional markets, keep us in touch with clients' branch houses and distributors, and thus make McCann Company Service truly "National" in scope.

THE H.K.M°CANN COMPANY

Advertising

wear that could hardly be purchased resultfully in any other way. But, after he formed the habit, he quickly began applying the same method to staple footwear, where it was not at all necessary. And now he has gone from one extreme to the other.

It soon became apparent, with the new condition, that dealers who had been practically confining their business to the International Shoe Company would begin to split it up. This is exactly what hap-pened. The company's salesmen could not possibly call upon them often enough personally to take the continuous succession of small orders they wanted to give. Mail order was introduced in an effort to supplement the two or three calls the salesmen were able to make during the year. It was felt that the salesmen could get the bulk of the business when they visited the store and that the dealer could use the mails to send in his smaller orders. This did not work at all. Shoe styles in novelty lines change rapidly and the dealers apparently had not got to a point where they could trust themselves to order in any other way than from salesmen.

It was only to be expected, under the circumstances, that the dealers should place part of their business with salesmen representing other shoe companies. Confirmed in their new habits, they presumably found it inadvisable to confine their buying to one manufacturer. If a thing is good for the dealer it is likewise good for the manufacturer, or else it is entirely bad. If the dealer scatters his buying, then the manufacturer must scatter his selling. Anyway the International decided that it was not feasible to undertake to confine its business to a single store in towns of 5,000 and up.

Indeed, this decision that exclusive sales arrangements at the present time are not feasible came more or less by mutual agreement. The new arrangement does not mean that the company now is trying to sell every dealer in a community. There are many instances where this would not be

good for the trade as a whole and therefore not desirable for the manufacturer. But it does mean that the International salesman going into a town can now use his own judgment as to the dealers he tries to sell. The hobbles have been removed. Selling can take its natural course without being restricted in any way by exclusive arrangement.

Thus, from the producer's standpoint we have two reasons why manufacturers are turning from the exclusive dealer plan. First, they must have volume. Second, when the dealer, impelled by new conditions, scatters his buying, they must do the same thing with their selling.

There is a third consideration fully as important as these to the manufacturer, if not more so. This is that the exclusive sale arrangement has a tendency to destroy competition and thereby raise retail prices.

#### LOW PRICES ARE VITAL

The International Shoe Company, for example, makes and sells more than 178,000 pairs of shoes in a day. It has built up this huge volume through its policy of close pricing. Its idea is that a margin of a few cents a pair on shoes produced and sold in mass means more net profit than a margin of \$1 or more per pair on a smaller quantity. It is basically important, then, that the retail, as well as the wholesale price on the shoes be kept down, as this is the influence that makes possible the large volume and the satisfactory net profit.

There have been instances of where the dealer exclusively handling the International line in his town has taken advantage of the condition to raise his selling price and thereby get a larger profit. With no competition and with something approaching consumer demand for the shoes, dealers have felt that they might just as well edge up a bit on the selling price.

It is only human nature for the dealer to do this. Taking him by rank and file, he has not the merchandising or economic vision that

The February 1926 issue of Needlecraft Magazine will contain more advertising than any single previous issue.

Besides many highly treasured old accounts it will carry more than a dozen new ones of equal size and importance.

This is in recognition not only of Needlecraft's inherent strength as a mover of merchandise, but of the vast potential value of the great and growing market lying in the small towns of this prosperous country.

ROBERT B. JOHNSTON

Advertising Manager

Fill in, tear out and mail this coupon



Member A. B. C.

Robert B. Johnston, Advertising Manager Needlecraft Magazine 50 E. 42nd St., New York, N. Y. Send complete analysis of Needlecraft

Send complete analysis of Needlecraft Magazine's circulation and reason why it can increase the sale of

Name of firm.....

Address .....

will enable him to look behind the International's mass production-mass selling idea and see what it really can mean for him in a profit way. He has plenty of company, and some of it is not so slow, in the thought that present profits are what he should look after and that future profits will take care of themselves. But if any considerable number of dealers should follow this sort of tactics. and if the International should be wholly dependent upon them for its outlet, the company's entire merchandising scheme would have to be revived. The advantage it now has through being entitled to increased business because of its low prices would be destroyed. The process would begin at the retail end, although the dealer does not realize it. Higher prices would automatically cut down the volume of his sales. This would mean that the factory volume would be diminished, making necessary a higher initial selling price. This, in turn, would mean smaller net profit for all concerned.

To keep prices down there must be plenty of retail competition. Under the exclusive retail sale arrangement, it has been proved to the International Shoe Company that because of the absence of competition there can be no assurance that prices will not be raised.

It would be a remarkable thing, indeed, if the International Shoe Company or any other manufacturer whose product is in popular demand could break away from exclusive dealer representation without the dealer protesting. The International's customers are by no means a unit in favoring the new method of selling. They apparently feel that now they are going to be obliged to let their competitors in on an unquestioned business-building asset of which they themselves have been the sole beneficiaries. That their fears are unfounded can be readily seen from the experiences of many retailers, among them being Mr. Kuhl of Wichita. Anything that increases the demand for, and the selling volume of, any class of merchandising is sure to spread its

benefits among all that have anything to do with the selling. If volume with a low unit selling price is of value, any legitimate merchandising practice that tends to build volume is to be welcomed rather than feared.

Any number of dealers, recognizing and admitting this truth, actually prefer to have leading lines of merchandise that can be found in most other stores of the same class. They know that if four or five dealers in a town sell a certain line of clothing. shoes or hosiery, there are just that many dealers working to build up a local demand for the line. The united effort often can bring the individual store more advantage from the generally distrib-uted line than it could get as the exclusive retail distributor for a similar piece of merchandise under another name.

Volume grows as the number of good outlets increases. As it grows, its beneficial effects expand cumulatively. This is why the Central Drug Stores, of Chicago, give an advertised line the preference every time and why they refuse to stock an item that is not advertised and in general demand. There is so much extra selling resistance encountered on the lesser-known goods that the smaller profit on the known goods is preferred. Manufacturers and retailers have to work together if volume is going to grow progressively and logically. And when the manufacturer can persuade his dealers that this is true (he is successfully doing it, by the way) he will have no difficulty in proving that exclusive representation has its weak points, to say the least.

Some dealers shun exclusive selling rights because of the responsibilities they thereby would incur in the way of stocking the goods. If the thing could be done on an idealistic basis there would be no difficulty. Take, for example, a universally known line of clothing such as Kuppenheimer or Hart Schaffner & Marx. There is no question at all that being able to advertise his store as the home

(Continued on page 138)

Brooklyn is the largest home section of Greater New York, and the Standard Union is read in more Brooklyn homes than any other Brooklyn newspaper.

R. S. R. Shinisman

LARGEST DAILY CIRCULATION IN BROOKLYN OF ANY BROOKLYN NEWSPAPER

## Palmolive's 1925 Appropriation Reaches \$4,000,000

This, and Other Interesting Information Is Brought Out in a Successfully Defended Suit Against Imitation

Washington Bureau of Printers' Ink THE recent case of the Palml olive Company against the Pennsylvania Soap Company will undoubtedly encourage many national advertisers to protect their trade-marks. The case was tried in the District Court of the United States, for the Eastern district of Pennsylvania.

The decree of the court unmistakably recognizes and protects the ownership rights of the plain-tiff's Palmolive trade-mark. While this trade-mark is registered in the United States Patent Office and in foreign countries, the case was tried on the ground of unfair competition. The bill of complaint alleges that the conduct of the defendant, in selling a soap the package of which was similar in appearance to that of the plaintiff's, and branded "Palm and Olive," constitutes "fraudulent, inequitable. and unfair competition in business and a violation of the rights of the plaintiff and the good-will of its business, and is contrary to equity."

The bill also relates some very

interesting facts regarding the business of the Palmolive Company. On or about December 31, 1923, it states, the company, a Delaware corporation, acquired the entire business assets, trademarks, trade names, and goodwill of the Palmolive Company, a Wisconsin corporation, with the exception of certain accounts re-ceivable and certain real estate.

Then, the bill goes on to relate that about January, 1900, the Wisconsin corporation commenced the manufacture and sale, under the name Palmolive, of a toilet soap, wrapped in a solid green crepe paper wrapper and a black paper band fastened with a paper seal, with the name Palmolive conspicuously printed on the band and seal in gold or gilt.

The bill also explains that, pre-viously, this name had not been used on soaps or toilet preparations of any kind, and that from the time the Wisconsin corporation adopted the package, it, or its successor, has continuously marketed toilet soap of the character described under the name Palm-olive, and wrapped in a package as described.

#### SOME INTERESTING FIGURES

Figures taken from the bill of complaint show the remarkable growth of the Palmolive business.

During the year 1900, the Wisconsin corporation sold approximately 500 gross of Palmolive soap. Since that year, the sales of the soap have extended all over the world and during the last five years there has been sold each year, more than 1,000,000 gross of Palmolive soap in the United States. In the year 1924, the plaintiff sold in the United States more than 1,500,000 gross of Palmolive soap and the gross volume resulting from sales aggregated more

than \$14,000,000.

During the years from 1920 to 1924 inclusive, the bill states that the plaintiff and its predecessor have expended a total of more than \$15,000,000 in advertising Palmolive soap in the United States, and that, in the present year of 1925, the plaintiff will invest in advertising Palmolive soap in the United States approximately \$4,000,000. Also, that the advertising has been, and is being carried on by means of poster displays in all of the principal cities of the country, by display advertisements in newspapers published in all of the principal cities of the country and in magazines, and by other mediums. It is also explained that the plaintiff maintains more than twenty-five offices in the United States and employs more

## 1926

## THE YOUTH'S COMPANION

# One Hundred Years Young

Three years before the first steam railroad train made its maiden trip, Nathaniel Willis inaugurated The Youth's Companion with this prophecy and pledge:

"This is a day of particular care for Youth. Our children are born to higher destinies than their fathers. Let their minds, health and characters be prepared for the scenes and duties of a brighter day."

As true today as in 1827, this declaration continues as the creed which governs the making of the Companion.

Entering its Century Year in handsome new form, —embodying many innovations in keeping with teeming juvenile interest, The Youth's Companion continues its leadership as friend and counsellor to each rising generation.

# JACK LONDON'S

One remaining unpublished story entitled

"A Northland Miracle" will enthrall thousands

In such a setting your advertising message to the Youth of the Nation, 225,000 strong, is sure to go over big. Write now for rates.

Circulation 225,000
net paid, rebate-backed—guaranteed

### THE YOUTH'S COMPANION

An Atlantic Publication

8 Arlington Street

Boston, Mass.

than 450 salesmen to sell its product in this country.

The bill further claims that the "Palm and Olive" soap, made by the defendant, is of cheaper material and inferior in quality to the plaintiff's Palmolive soap; that it is sold for substantially less than the price at which the plaintiff's product can be and is manufactured and sold; with the result that the defendant's spurious soap may be purchased at a price considerably less than that at which the plaintiff's soap is sold.

#### THE DEFENDANT'S ANSWER

In its answer to the bill of complaint, The Pennsylvania Soap Company denied the allegations set forth in paragraph 12 of the plaintiff's bill, but averred that, on June 12, 1925, the Federman Company, of Akron, Ohio, placed a written order with it for 100 gross of three and one-half ounce "Palm and Olive" toilet soap and specified among other things that the name "Palm and Olive" should be pressed on the cakes of soap, that the words "Palm and Olive Facial Soap" should be printed on a green wrapper with a black band printed on the wrapper, and that in compliance with this order, the defendant manufactured fifty gross and shipped the same to the Federman Company, as its specific order, and not to be sold or used as the goods of the defendant company.

The answer then explains that the balance of the order to the Federman Company was cancelled by the defendant as soon as notice was received from the plain-

In the decree of the court, Judge Oliver B. Dickinson ruled that the defendant, its agents, attorneys, servants, employees, officers and directors, be permanently enjoined, prohibited and restrained from manufacturing or selling the defendant's "Palm and Olive" soap, described in the bill of complaint, and from manufacturing or selling any soap in packages or wrappers similar to the wrapper of the plaintiff's product, which was made a part of the bill, or colorably imi-

tating the plaintiff's Palmolive

wrapper. The decree also enjoins the defendant from using, advertising, or exhibiting, the words "Palm" and "Olive" in combination in connection with the manufacture or sale of soap in such a manner as to lead the public to believe or infer, when they are purchasing soap manufactured by the defendant, that they are purchasing the plaintiff's Palmolive soap scribed in the bill of complaint. Furthermore, the decree permanently enjoins the defendant from otherwise labeling, wrapping or packing soap in such a manner as to enable dealers in soap to sell defendant's soap to the public or purchasers as that of the plaintiff's Palmolive soap.

The decree concludes:

"And the defendant now here representing to the court that it has not sold or otherwise disposed of more than 7,200 bars of the 'Palm and Olive' soap described in the bill of complaint herein:

"It is further ordered, adjudged and decreed that the plaintiff shall have no accounting for profits or damages by reason of the matters alleged in said bill of complaint, but that the defendant shall pay the costs."

## National Biscuit Planning

Magazine Campaign
The National Biscuit Company, New
York, is planning to conduct a magazine campaign. The Gardiner-Mace
Company, Inc., New York advertising
agency, has been appointed to direct
this campaign.

### Nestle Lanoil Account for

L. C. Gumbinner Agency
The Nestle Lanoil Company, Limited,
New York, has appointed the Lawrence C. Gumbinner Advertising
Agency, of that city, to direct its advettising. Magazines, newspapers, business
papers and direct mail will be used.

#### General Outdoor Appoints Sherman & Lebair

The General Outdoor Advertising Company, New York, has appointed Sherman & Lebair, Inc., New York advertising agency, to direct its advertising account. This appointment becomes effective January 1.

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# JANUARY SEVENTEENTH

The Twenty-fourth Annual Auto Show Number of the Buffalo Times will be published Sunday, January the seventeenth.

Roto Section closes January the fourth. Black and white, January the fifteenth.

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Year in and year out, the leader in the Automotive Field

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THE BUFFALO TIMES, INC. BUFFALO, N. Y.

Circulation over 105,000 Evening and Sunday

# The · · · B

Richest family th

THIS famous family has just spent millions of dollars for Christmas—and has much money left.

More money left than ever before!

They're friendly right now, these Babbitts. The year has been kind to them, so kind that even the holiday buying splurge left them prosperous.

# Chicago Heralda

NEW YORK: 1834 Broadway

BOSTON, MASS Winthro

# Babbitts

nil the world!

Everybody has money, everybody is spending it.

Right here in Chicago more than a million people read the Herald and Examiner every week day. Rich and poor and in between, they are nice people to know, because they, too, have money—and spend it.

nd Examiner

Vinthrop Square

SAN FRANCISCO: Monadnock Bldg.

# Why Not Sell More Cars in Chicago?

In a business so highly competitive as that of the automotive industries, the manufacturer who sells his goods in any given territory must be as enterprising as "the other fellow."

In Chicago "the knowing ones"—automotive advertisers of experience—place their selling appeals largely in The Daily News, because it reaches the great majority of financially competent citizens of Chicago and its immediate suburbs.

In the first eleven months of 1925 The Daily News published 676,921 agate lines of automotive advertising as against 469,412 published by the daily newspaper having the next highest score.

To sell more cars or more accessories in Chicago increase your advertising in

# The Chicago Daily News

First in Chicago

## Branding an Unbrandable Article Stimulated the Entire Line

How Window Screening Was Given New Character

An Interview by Charles G. Muller with

### Louis G. Beers

Manager, The New Jersey Wire Cloth Company

I N a number of industries, certain products are looked upon as unbrandable and therefore unadvertisable. Perhaps they are. Nevertheless, every so often, a manufacturer in one of these fields proves that the tradition is

all wrong. The makers of Palm Beach cloth did this very thing. So did the Wamsutta Mills and many others that might be mentioned.

Now The New Jersey Wire Cloth Company, has revolutionized an-other industry. It has branded another type of merchandise that had been considered practically unbrandable.

For the fifty or sixty years that screen cloth has been on the market it has been just "fly netting" or "window screening" so far as the consumer has been concerned. The householder knew he could buy it in rolls or pieces at hardware stores or get it in custom-made screens. but he didn't know one manufacturer's brand from another because no company had made its product stand out above that of any other

maker of screen cloth. Then, The New Jersey Wire Cloth Company, in conjunction with John A. Roeblings Sons Co., of Trenton, N. J., put individuality into its particular brand by uncovering a new process for making screen cloth of copper. But—the cost was high. high cost, added to the fact that the screen cloth was in a field where the consumer hardly ever

knew or bothered to find out what brand he was using, created this problem: How could Jersey get house owners to buy this particular brand and to buy it at a higher price than others?

The logical answer seemed to be



THIS IS THE TYPE OF COPY WHICH IS UPSETTING AN INDUSTRY'S TRADITIONS

> to tell the consumer directly why it was higher priced. But that was going against precedent. In-sect screen cloth had not been branded. Could it be done? It was decided that it could be, and with the opening of 1922, the

> company set out to educate the consumer to use this product.

After four years of educating the householder to use a more expensive article in a field where he had hardly ever known there were different makes of screening Louis G. Beers, manager of the company, gives three important results:

"First, advertising has made this article a leader in the screen

cloth field.

"Second, our advertising, with the co-operation of health authorities, has tended to a standardization of mesh, so that today some communities have ordinances and laws requiring the size 16 mesh that we have featured.

"Third, and very important, branding this screen cloth has stimulated our entire business. We can put our finger on the increase in all our products."

How were these objectives reached? Mr. Beers offers this

explanation:

"There were 110,000,000 people to be told about this screen cloth, and we set out to tell as many as possible by means of a comprehensive, continuous advertising We did not try to campaign. work out the details of this campaign in our own office. In fact, we considered an important question was settled when we made our choice of an advertising agency. The subsequent campaign was the first determined effort to be made to reach the consumer, but in making it we did not overlook the architect, the carpenter and screenmaker, and the dealer. Our efforts were not extensive for the first year, but gradually they have been made greater and space has been increased yearly.

"In bringing the trade-mark before the many types of people we sought to reach, we pointed out to each why the roll of cloth with the Jersey tag on it was cheap in spite of slightly higher first cost. We appealed to each one differently, showing him individually why it was worth his while to look for the brand name. When advertising to the architect, we stressed the fact that our copper screen cloth is really stiff. When reaching the carpenter and screenmaker, we emphasized the fact that Jersey cloth will not stretch and bulge and can be put into

frames with the minimum of effort. We got to the builder with the appeal that whether he fig-ured in terms of a castle or a cottage he would serve his own interests best by recommending materials of known quality and proved dependability and that builders and home owners were paying greater attention to the durability of their door, window and porch screens. reached real estate men and home owners and sellers on the idea that buyers want houses that are easy on upkeep; therefore houses equipped with Jersey cloth, being light on upkeep, were easy to sell.

"The plan for branding the screen cloth, which has since brought the desired results, was to have all advertising carry the distinctive Jersey name, consumer advertising especially using a picture of a tag that the consumer would look for on the roll of cloth from which he got his piece of insect screen cloth.

"Then, rolls were small enough, 100 feet each, so that we were fairly sure that dealers would get complete rolls with a distinctive Jersey wrapping on them. Besides, each roll had a distinctive label on it, and the tag which was advertised to the consumer was attached to the actual cloth in the roll.

"To carry the tie-up right to the consumer, each hardware man could obtain small label stickers free which he could stick right on the cut cloth that he wrapped up for the customer. In this way, the consumer was to learn about Jersey cloth and learn to expect to see the name Jersey actually on the roll of screen from which his piece was cut and on the piece he took from the store. Screenmakers, too, were to use these stickers to put on the finished screens.

#### DEALERS CO-OPERATION NEEDED

"That was the plan, but it was not enough to advertise the cloth and the idea to the dealer. We had to have co-operation from the merchant who handled the cloth. We gained this co-operation in two ways. First, by not

encouraging the consumer to buy direct from us and by sending descriptive booklets, samples and the names of nearby merchants and custom screenmakers who handled Jersey cloth to inquirers from our advertisements, we showed the dealer how much consumer interest there was in this branded screening.

"Second, we used an advertising portfolio to point out how much more effort we were going to make to increase this interest. A good standing in the trade made it possible for our salesmen to get a hearing for the cloth, and then our men showed the advertising portfolio and helped the merchants to visualize how advertising would bring people into the stores for this cloth which they actually would know by name. The idea startled many merchants, but they listened to the details of

the tagging plan.

"The slogan 'Look for this tag at the end of the roll' made a strong tie-up of consumer advertising with the roll of screen cloth on the dealer's floor, and cooperation increased. Continued advertising made the product attractive to the merchant. Continued dealer help brought increased interest. Last year, we made special efforts to improve window displays, and a contest folder and form letter were sent to all eligible merchants.

"Prizes ranged from \$300 down to \$5, and every contestant sending in a photograph of his window display was given a check of \$3. A giant tag and attractive cutouts were very prominent in all displays. Returns from the contest were gratifying.

"We further reach the dealer with folders and pamphlets that give him helpful selling material and that show him what other merchants are doing with Jersey tagged screen. One of these is 'A Dialogue' with two characters, a 'Salesman Who Sells Jersey Cloth' and an 'Intelligent Home Owner Customer.' The place is 'Anywhere Insects Are a Menace,' and the time is 'Open Season For Insects.' The dialogue gives a typical selling talk for the hard-

ware merchant's salesman to use. Window displays and folders are distributed free.

"Because our first budget called for one year of advertising, our initial consumer efforts were directed at the most intelligent part of the population. We used the class magazines. We also used the house and home magazines, and since then have been gradually working into wider fields.

"To get over the point of durability, which was the best selling point in making our branded cloth popular, we used many instances where earlier copper cloth had stood up under severe conditions. Using these cases as examples of what the consumer could expect of copper cloth, we built much of our advertising around a very good case in which copper cloth had been subjected to salt air for nearly thirteen years. This instance was brought to our attention through our cooperation with architects. cloth having been used on the yacht of an architect who cruised the Atlantic Coast and had given the screening a most rigid test.

"We tied up consumer and dealer on this by using photographs of the actual cloth to prove to the consumer that it paid to ask for trade-marked cloth and by using pieces of the old cloth in folders which our salesmen showed to dealers to prove what merchants could expect from tagged screening that carried the Jersey name.

"Specific results of what our advertising of this branded article and dealer co-operation in following the tagging plan have done both for the dealer and for us are shown by the fact that those of our customers who were handling Jersey cloth when we first began advertising have increased their sales an average of 168 per cent. The largest part of this increase is traceable to the national advertising which is educating home owners to use Jersey."

A second result of this advertising, the practical standardization of screen cloth to a 16 mesh, gives a rather striking picture of

the effect national advertising can have on the nation's living conditions. For years, the United States Public Health Service has been advocating 16 mesh cloth to keep out mosquitoes, Mr. Beers says.

"But the general public continued to use a coarser cloth. Then copper cloth, 16 mesh, was accepted by the Government for the Panama Canal Zone. This gave added force to the idea and finally our advertising, making a point of mentioning 16 mesh, con-tributed largely toward the pub-lic's change."

#### ENTIRE LINE IS BENEFITED

The third result of branding the unbrandable is a general increase in all Jersey products. "When a man has used the screen cloth,' Mr. Beers points out, "he finds that he may need poultry netting or some other kind of cloth. Having been sold on the trademarked article, he wants more of the same brand. We cannot figure definitely in dollars and cents how much this has increased the sales of other items, but there is no doubt that our whole line has been stimulated by tagging and advertising the screen cloth.

Mr. Beers points out one other interesting result of this effort to make a trade-marked article of screening. It is a sidelight, and it is worth noting. "Our workmen, since we began to reach the public direct, take an increased pride working on an advertised luct. Many of them have been with the company for years, and are loyal to a degree. even these men take additional pride in their work now that they know it carries the Jersey name right down to the consumer. We post copies of all advertising on the factory bulletin-board."

In less than four years, this product has been lifted out of the bulk class to the status of an article for which the consumer will ask-and can get-by name. It has been put into this position, in spite of the handicap of being a more expensive article, against a field of numerous other kinds of cloth. And it has lifted its associated articles in the line with it.

Perhaps your unbrandable product isn't unbrandable and unadvertisable after all.

## H. A. Lewis to Direct Sales of

Electric Refrigerator Merger Howard A. Lewis will leave the McGraw-Hill Company, Inc., on Janu-

McGraw-Hill Company, Inc., on January 1 to become director of sales of the Electric Refrigeration Corporation. He has been with the McGraw-Hill organization for the last eight years as manager of Electrical Merchandising and Radio Retailer.

The Electric Refrigeration Corporation is a new company which has been formed through the consolidation of the Kelvinator Corporation, household refrigerating equipment, the Nizer Corporation, commercial electric refrigerating units, and the Grand Rapids Refrigerator Company. It is expected that the production of complete units will be simplified through this merger. will be simplified through this merger.

#### E. B. Prindle Advanced by Devoe & Raynolds

Devoe & Raynolds

E. B. Prindle, vice-president and director of purchases of the Devoe & Raynolds Company, New York, has, in addition, been made secretary. He succeeds A. F. Adams, resigned. In the six years that Mr. Prindle has been with this company, he also has filled the position of export manager, assistant sales manager of the Eastern district, and assistant general manager.

R. C. Thomas, Eastern district sales manager, was elected a member of the board of directors.

#### Ross H. Wilson to Join Ansco Photoproducts

Ross H. Wilson, whom it was recently reported would join the General Motors Corporation, will join Ansco Photoproducts, Binghamton, N. Y., on January I, as sales promotion manager. Mr. Wilson has been advertising manager of the W. A. Sheaffer Pen Company, Fort Madison, Iowa, for the last two years.

#### W. C. Hoyt Appointed by Charles W. Hoyt Agency

Winthrop C. Hoyt has been appointed account executive of the Charles W. Hoyt Company, New York advertising agency. He has been with W. S. Crawford Limited, London, for the last year. Prior to that he had been with Harper's Basar and The American Agriculturist, both of New York.

## Keystone Watch Case Account

for E. T. Howard

The Keystone Watch Case Company,
Riverside, N. J., maker of Keystone
Standard and Howard watches, has
placed its advertising account with
the E. T. Howard Company, Inc., New York advertising agency.

# Christmas Sales Set New Record in PHILADELPHIA

## Around \$100,000,000 Mark



PHILADELPHIA (America's third largest market), with an unprece-dented jam of Christmas shop.

Christmas s n o ppers, buying more
costly gifts than
ever before, bids
fair to make this the greatest
Christmas spending year in its business history, according to leading

merchants.

The department stores and other retail merchants are enthusiastic retail merchants are enthusiastic over the heavy buying of the early Christmas shoppers. Shortly after Thanksgiving they began to descend on the stores with the result that hurried calls were made to employment departments for additional

sales girls and packers.
"It looks like the biggest year
yet," said Sheridan Taylor, of
the credit clearance bureau of the Philadelphia Chamber of Commerce. "If the crowds keep up their buy-ing, Philadelphia's Christmas busi-

ness will pass the \$100,000,000 mark this year, setting a new record in this city.
"Not only is heavy spending pretty general, showing no reaction from the predicted reaction of the coal strike, but the average amount of money spent is greater than ever before. Automobile dealers tell me their belief we have in beginning. before. Automobile dealers tell me their holiday buying is beginning to catch up to their spring trade and the radio people are report-ing heavy sales in the more expensive sets.
"Another noticeable increase is in

the buying of women's apparel, especially fur coats, and the haberdasheries are experiencing active buying in men's coats, gloves and golf suits. It looks as though the man of the household will have more spent on him than ever before.

"The jewelers are delighted with Christmas trade so far. Diathe Christmas trade so far. monds are proving popular gifts, with a decided trend toward un-usual earrings for women and im-ported cufflinks for men." ported cuff-links for men.

## Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

PHILADELPHIA'S NEWSPAPER



520,072

Average daily net paid circulation for the six months ending September 30, 1925.

The circulation of the Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.

New York—247 Park Avenue (Park-Lexington Building)
Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard
Detrois—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard
San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street (Copyright 1925-Bulletin Company)

## John Wanamaker New York



A
MONUMENT
to the
VISION
of one of
AMERICA'S
GREATEST
MERCHANTS

John Wanamaker New York — internationally famous retail institution — where school classes study — where artists are inspired — where merchants learn — where parents seek council — where children gather for enjoyment — where Metropolitan New York and citizens throughout America come to shop—where merchandising vision and romance unite with quality, variety and value to make retail service most satisfying.

The Wanamaker Store News has an individuality all its own—it is among the most interesting news in any newspaper—educational—informative—distinctive in typography—convincing in style of presentation. It is the real life of the Wanamaker business.

The Wanamaker Store is noted for the wide range of merchandise it stocks. It caters to men and women in every substantial walk of life.

# NEW YORK EVENIN

America's largest evening newspaper circulation—and at 3c a compuble

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It greates Met in the York the age,

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# Invested Over a Million Dollars in the New York Evening Journal During the Past 6 Years

An idea of the appreciation of JOHN WANAMAKER NEW YORK, for the purchasing power and responsiveness of More Than Two Million New York Evening Journal Readers may be had from the fact that during the past six years this store has invested over ONE MILLION DOLLARS in this one newspaper.

WANAMAKER'S STORE NEWS has become as much a part of the New York Evening Journal as the news and features. Out of 309 publication days last year the merchandise news of this house appeared in 245 issues.

The New York Evening Journal carries the day to day store news of the Wanamaker Store into over 600,000 homes in New York and suburbs. This newspaper has more than double the circulation of any other New York evening paper—it goes home, stays home and is read by every member of the family.

It is a policy of WANAMAKER'S to reach out for the greatest possible number of customers throughout the Metropolitan retail trading area. They invest more money in the New York Evening Journal than in any other New York morning or evening newspaper. This fact, alone, is the most convincing endorsement of the intensive coverage, reader interest and productiveness of the largest evening circulation in Greater New York and Suburbs.

# WING JOURNAL

uble the circulation of any other New York evening paper

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Milwaukee-First City in Diversity of Industry

# Two New Outlets Per Day!

1923-1924-1925

IN 1923 The Vacuum Oil Company opened a branch sales office in Milwaukee.

Regular advertising in one newspaper— The Milwaukee Journal—was decided upon as the quickest and most economical means of opening new sales outlets for Gargoyle Meniloik in the Milwaukee-Wiscoush market.

An average of two new accounts per day has been recorded for the three years. Salt during the plat two ears have been could the 1920 volume, as a consistently lower cost per sale. The sales organization has been increased from six to seventeen men.

This is but one example of what advertisers of all kinds of merchandise are doing in the Milwaukee-Wisconsin market with—

# The Milwaukee Journal

## Proposed Federal Bills That Interest Advertisers

Selected From the 5,200 Bills That Were Introduced

Washington Bureau of PRINTERS' INK

DURING the first week of the present session of Congress, approximately 5,200 bills were introduced. These include all kinds of measures, probably 95 per cent of which have no chance of ever getting out of committee. Among them, however, are a number that are significant, and which are said to be backed by aggressive interests, that will affect the business of advertising in one way or another, if they are ever enacted into law.

On the first day of the session, Representative Kelley introduced the first of the price maintenance bills, as noted in Printers' Ink last week. Five or six of these are expected in both the House and the Senate, and a strong lobby is support one or more of them.

One of the first bills introduced in the Senate was Senator Oddie's measure for the creation of a Bureau of Coal Economics. This bill (Senate No. 3) provides for the operation of such a bureau, and that it shall be the duty of the organization to publish currently "At such weekly, monthly, yearly, or longer intervals as said director deems to be in the public interest, studies and reports covering all essential facts respecting production, transportation, distribution, marketing, storage, prices, costs, wage rates, employment, earnings of miners, living conditions and cost of living in mining communities, ownership of and titles to coal mines and coal lands, organizations and persons connected with the coal industry, profits of mine operators, profits of other individuals, partnerships, corporations, or associations having to do with the production, distribution, or sale of coal, waste of coal, wage contracts, irregular production, general conditions under which coal is produced, the

causes of strikes in the coal industry, and all other facts necessary to the development of a sound public policy touching the coal industry."

To place the agricultural industry on a sound commercial basis; to encourage agricultural co-operative associations and for other purposes, Senator Curtis introduced a bill (S. 290) which is intended to support interstate farm marketing associations and to encourage their organization.

Senate Bill No. 672, introduced by Mr. King, would, if passed, abolish the Federal Trade Commission, terminating the existence of that organization on July 1, 1926. And Senator King's Bill No. 658 would abolish the United States Shipping Board and the Emergency Fleet Corporation by the creation of the United States Shipping Commission.

That certain members of Congress are still convinced that economic laws may be amended by legislation is indicated by the introduction of several bills, the most conspicuous of which is Congressman Christopherson's Bill (H. R. 131) to create "the American Stabilizing Commission and to provide for stabilizing the prices of certain farm products." This bill provides that the commission shall have power to buy and sell farm products at guaranteed prices for the harvested or growing crops. It would give to the commission the power to borrow from the Federal Reserve Banks the sum of \$500,000,000 with which to operate warehouses and the necessary service of its business.

A bill introduced by Senator Cummins is intended further to protect interstate and foreign commerce against bribery and corrupt trade practices. It provides that it shall be unlawful for any person, corporation, partner-

ship, or other organization to give or offer to give to any employee, representative or agent of another, or to a member of his family or to anyone for his use or benefit. directly or indirectly, any commission, money, property, or other valuable thing as an inducement, a bribe or reward for doing or omitting to do any act, or for showing or forbearing to show any favor or disfavor by such employee or agent in relation to the affairs or business of his employer, which affairs or business constitute or directly affect commerce among the States or with foreign nations. It also prohibits any employee or agent to solicit, accept, receive or take, directly or indirectly, any of the things mentioned for the purpose outlined.

This bill (S. 479) defines as unlawful the practice of giving to an employee or agent of another, with intent to deceive the employer or principal, any receipt, account, invoice or other document in which the employer or principal is interested, that contains any statement which is false. erroneous or defective in any material particular, or which omits to state fully the fact of any commission money, property, or other valuable thing having been given or agreed to be given to such employee or agent, whenever such document directly relates to a transaction in interstate or for-

eign commerce. House Joint Resolution No. 51 introduced by Mr. Griffin provides for and authorizes the President of the United States to take temporary control of and operate coal mines in certain emergencies and control the distribution of coal. Briefly, this bill defines an emergency in the mining and transportation of coal as a condition which endangers the public health through the suspension of operations in the mines, which lessens the normal supply of coal and impairs the free and normal operation of industry and transporta-Under such conditions, it authorizes the President to take temporary control of any or all mines in the localities affected and proceed with the mining and distribution of coal until the emergency has passed.

Evidently a large group of postoffice employees are not satisfied
with their increased salaries, for
Congressman Oldfield introduced
a bill in the House (H. R. 215)
which provides that from and
after the passage of the bill, rural
carriers may, outside of their
hours of employment, solicit business or receive orders for any
person, firm or corporation, or
engage in any other gainful
occupation.

#### Window Display Advertisers Name Committee Chairmen

Joseph M. Kraus, president of the Window Display Advertising Association, has appointed P. W. Murphy, of Fuller & Smith, Cleveland, chairman of the membership committee. Other committee chairmen appointed are as follows: Nominating, Edwin L. Andrew, Westinghouse Electric & Manufacturing Company; speakers, John H. Moore, Pro-phy-lac-tic Brush Company; finance, Lee H. Bristol, Bristol-Myers Company; lighting, A. S. Turner, Jr., Edison Lamp Works, and research, Carl Percy.

### Join. Wm. H. Rankin Agency

Peter de Sanchez, formerly a member of the copy department of N. W. Ayer & Son and the Newell-Emmett Company, Inc., has joined the New York office of the Wm. H. Rankin Company, advertising agency, as assistant to the vice-president.

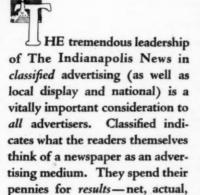
A. J. Cogswell has been added to the staff as assistant to the art director. He was formerly art director of the M. P. Gould Company, New York, and more recently was with the Ireland Advertising Agency, at Philadelphia.

### C. L. Houser Company Appoints D. J. Hinman

The C. L. Houser Company, publishers' representative, has appointed De-Witt J. Hinman Western manager of a new office which has been opened at Chicago. Mr. Hinman was recently with The Woman's Viewpoint, at New York, and had been business manager of Campbell, Moss, Johnson, Inc., former New York advertising agency.

# E. A. Berdan to Leave Cincinnati "Times-Star"

E. A. Berdan, who has been Eastern representative at New York of the Cincinnati Times-Star for the last twenty-five years, will resign on January I. Martin L. Marsh will succeed him. He has been with the New York office for the last twelve years.



By invitation, exclusive Indiana representative, The 100,000 Group of American Cities, Inc.

traceable, tangible results.

FRANK T. CARROLL Advertising Director

New York Office Dan A. Carroll 110 E. 42nd St. Chicago Office J. E. Lutz The Tower Bldg.

The Indianapolis Radius

INDIANAPOLIS NEWS

# A Railroad Seeks a Nick-

THE Chicago & Eastern Illi-nois Railway is looking for a new name. It cannot very conveniently discard its corporate name, but what the officials desire is to add a popular name, one that will be expressive and easy to say, and which will serve as an eve-catching trade-mark.

The railroad is sixty years old. Its only nickname has been the initials C. & E. I. which have never proved very interest provoking. Realizing how other railroads have capitalized on names often carelessly bestowed on them and then taken up and popularized by the public, this railroad is looking for one to use on its cars, on its stationery and in its adver-tising. T. C. Powell, president, says he wants one that will indicate the road's position and service and he is willing to give a prize for the best suggestion.

There have been some instances in which railroads have discarded their official titles in favor of such trade names, as in the case of the "Erie" which has been considered such a good name by railroad men that New York, Lake Erie & Western has been dropped.

Many others find their trade names more popular than their official names. The Monon, so official names. called from a town through which the train passes between Chicago and Indianapolis, is rarely heard of as the Chicago, Indianapolis & Louisville Railroad. Nor is the New York, Chicago & St. Louis road frequently referred to by that name. It is known as the Nickel Plate although what is nickel plated about the road has long since been forgotten.

Chicago, Great Western Railroad has been known as the "Maple Leaf" route because its lines are in that shape but the name has never caught the public's fancy to any extent. The "Big Four appellation still sticks to the Cleveland, Cincinnati, Chicago & St. Louis Railroad. The Florida East Coast Railway is advertised as the "Flagler" system in honor of the builder. The Chicago, Burlington & Quincy is called "Burlington" because one of its early operators lived there. The Southern Pacific has become the "Sunset Route" and the riding public knows the Atchison, Topeka & Santa Fe as the "Santa Fe" from its advertising although it is listed on the stock market as "Atchison."

The Chinese trade-mark of the Northern Pacific, which wishes the patron "good luck" traces its origin back to about 3000 B. C. The road has recently issued a booklet giving the history and significance of this symbol.

#### Cilley & Sims, New Advertising Business

Gordon H. Cilley and John Clark Sims have formed an advertising business at Philadelphia to be known as Cilley & Sims, Inc. Mr. Cilley has been advertising manager of The John Wanamaker Store, Philadelphia, for the last sixteen years. Mr. Sims, until recently, was vice-president of the Frank Presbrey Company, Inc. with headquarters at the Philadelphia office.

Associated with the new organization are: Leonard G. Needles, formerly manager of the Munker Company, Steubenville, Ohio; Witney Wright, recently advertising manager of the Guarantee Trust & Safe Deposit Company, Philadelphia, and Lawrence W. Burns, for many years associated with Mr. Sims. Gordon H. Cilley and John Clark

## G. W. Hill, President,

American Tobacco Company American 1 odacco Company George W. Hill, vice-president of the American Tobacco Company since 1912, has been elected president, succeeding his father, the late Percival S. Hill. Before his appointment as vice-president, Mr. Hill had been a member of the sales department. Junius Parker, who has been general counsel since 1912, was elected chairman of the board of directors, a new office.

#### Washing Machine Account to Batten

The Syracuse Washing Machine Cor-poration, Syracuse, N. Y., manufacturer of Easy Electric Washers, has appointed the George Batten Company, Inc., to direct its advertising.

Advanced by Street & Finney Russell Mitcheltree and Dumont Beerbower have been made vice-presidents of Street & Finney, Inc., New York advertising agency. Robert Finney was appointed secretary to fill the vacancy left by the promotion of Mr. Beerbower.

FRENCH couturiers used more advertising space in American Vogue in 1925 than in any other American fashion publication.

French Vogue carried more French couturier advertising than any other magazine published in France.

British Vogue carried more French couturier advertising than any other magazine published in Great Britain.



# **VOGUE**

One of the Condé Nast Group All members of the Audit Bureau of Circulations

# The woman

In America women do the buying—whether for themselves, their families or their homes.

This is as true of automobiles and books as it is of soap and dress goods—it is true, in most cases, of the clothes worn by men, whether by married men or sons at school.

For this reason the advertiser receives the greatest benefit from advertising in newspapers read in the home by the family—such newspapers as the Baltimore Sunpapers.

The Sunpapers are family papers, delivered right to the home by exclusive Sunpaper carriers.

This carrier system was inaugurated in 1837 with the first issue of the Sunpapers—and has grown steadily

# pays because-

with the growth of Baltimore until today it spreads out and covers the 93 square miles that make up Baltimore and Baltimore's suburbs.

Using the Sunpapers the advertiser knows that his message will be read not alone in the office, on street cars, in lunch rooms—but in the home where the real buying of America is done.

Average Net Paid Circulation for 6 Months Ending September 30, 1925

> Daily (M & E) 239,198 Sunday - - - 183,814

Everything in Baltimore Revolves Around

THE

MORNING



EVENING

SUN

JOHN B. WOODWARD Bowery Bank Bidg., 110 E. 42nd St. New York GUY S. OSBORN 360 N. Michigan Ave. Chicago



to Buy

Radios Phonographs Washing Machines Automobiles Sewing Machines Farm Implements Tractors

II prosperous year in a decade. He is ready to buy—

The Indiana Farmer represents a most prosperous potential market. And the Indianapolis Star, with greater rural circulation than all other Indianapolis newspapers combined, is the surest, most complete way to reach him.

## The INDIANAPOLIS STAR

CHICAGO EVENING POST

INDIANAPOLIS STAR ROCKY MOUNTAIN NEWS DENVER TIMES MUNCIE STAR TERREHAUTE STAR

QUALITY PUBLICATION

National Representatives

KELLY-SMITH COMPANY Marbridge Building, New York Tribune Tower, Chicago, III. Atlantic Building, Philadelphia, Pa. Waterman Building, Boston, Mass.

GRAVURE SERVICE CORPORATION 25 West 43rd Street, New York City

# Frank A. Munsey Dead

Originator of Popular-price Magazines—Bought Many Newspaper Properties in Eastern Cities

FRANK A. MUNSEY, publisher of the New York Sun and Evening Telegram and of several magazines, died early Tuesday morning, December 22, as a result of several operations which he underwent during the previous few days. Mr. Munsey was born in Mercer, Maine, on August 21, 1854.

While Frank Munsey in recent years has been principally known as a newspaper publisher, he got his start as a magazine publisher. He is generally regarded as the father of the ten-cent magazine. George P. Rowell, in "Forty Years an Advertising Agent," says that Mr. Munsey got his idea for the ten-cent magazine from E. C. Allen, the founder of the great system of mail-order journals. From Mr. Allen's experience, Mr. Munsey saw that the quantity-production idea could be applied to other branches of publishing. Mr. Munsey started his career

Mr. Munsey started his career as a clerk in a country store in Maine. Later, he became manager of the Western Union telegraph office at Augusta. It was here he learned so much about Mr. Allen's publishing methods.

It was in 1882 that Mr. Munsey came to New York. He immediately started the Golden Argosy, a juvenile weekly. In 1889 Munsey's Weekly was started. Two years later, it became Munsey's Magazine.

Mr. Munsey was the author of a number of adventure stories, such as "Afloat in a Great City," "The Boy Broker," "A Tragedy of Errors," etc. Back in 1907, PRINTERS' INK recorded the information that Mr. Munsey started his publishing career with \$40 and a suit-case of manuscripts. In his early struggles to get his publications started, Munsey's own stories played a big part.

In the issue of PRINTERS' INK

In the issue of PRINTERS' INK of Feb. 21, 1906, Mr. Munsey told the story of these early difficulties. He said: "I did not write

stories because I preferred to do so or because I thought I could write better stories than those of the established authors. I wrote them because I had to have them and I had little money with which to buy them." Mr. Munsey's own



FRANK A. MUNSEY

stories proved to be large circulation builders for the Argosy.

However, it was not until Mr. Munsey began to invest lavishly in advertising to create circulation for his publications that the tide in his affairs turned. Munsey's Weekly was not a success, but when converted into a monthly it became a great success and gave its publisher the financial foundation for many of his subsequent ventures.

It was in 1901 that Mr. Munsey entered the newspaper field. His first substantial step in newspaper publishing was the purchase of the New York Daily News and the Washington Times. He later purchased the New York Press. He also bought, in later years, The

Sun and The Evening Sun, the New York Herald, the Evening Telegram, the Paris edition of the Herald, the Globe and Commercial Advertiser and the Evening Mail. All of these papers were merged and consolidated with The Sun and the Telegram, which are the two papers which Mr. Munsey owned at the time of his death. He had sold the Herald to the New York Tribune.

Mr. Munsey also operated in the newspaper field outside of New York. At various times he owned papers in Baltimore, Washington, Boston and Philadelphia.

Mr. Munsey probably bought and discontinued more large newspaper properties than any other publisher who ever lived. He often explained that his policy in this respect was in accordance with his manufacturing conception

of the publishing business.
Mr. Munsey was interested in businesses outside the publishing field. He was, for instance, the chief owner of the Mohican chain of grocery stores, containing, at present, about fifty units. He used to say, however, that he was unable to find the interest in these other ventures that he found in the publishing business.

## Appropriates Advertising Fund

for Safety Campaign

The Union Oil Company of California has appropriated its advertising appropriation for a period of fourteen months, amounting to about \$500,000, for a safety campaign for the prevention of automobile accidents. The campaign will cover California, Arizona, Nevada, Oregon, Washington and British Columbia. Over 1,500 outdoor poster boards will be used.

#### R. T. Bayne Buys Interest in Duluth "News Tribune"

Reed T. Bayne, who has been acting manager of the Duluth, Minn., News Tribune, has purchased the interest in that paper of C. R. Adams. Mr. Bayne becomes vice-president and managing editor

#### P. W. Nickel with Corduroy Tire Company

Percy W. Nickel, formerly with the Walter J. Peterson Advertising Agency, Grand Rapids, Mich., has joined the Corduroy Tire Company, of that city, as director of publicity.

#### Benjamin Landsman Buys Two Advertising Services

Benjamin Landsman, New York advertising agency, has taken over The Henle Advertising Service and The Arthur Crosby Service, both of New York. John Henle, Jr., and Michael Cappiello, of The Henle Advertising Service, and Arthur Crosby, have joined the staff of Benjamin Landsman.

Louis M. Wester, formerly secretary of the Philip Kobbe Company, New York, and George C. Van de Carr, formerly with Everingham & Van de Carr, Chicago, also have joined the Landsman agency.

agenc

Arthur Gaines, space buyer, has been advanced to production manager. Donald Couper has been appointed art director. Jack Fabricant and Lester Dresner have been added to the art and copy departments, respectively.

#### Community Campaign Planned for Western New York

Ten towns in Western New York, including Dansville, Mount Morris, Silver Springs and Geneseo, have formed ver Springs and Geneseo, have formed an association to advertise the scenic beauties of the Letchworth-Genesee district. Newspapers and direct-mail advertising will be used. This was decided at a preliminary meeting of representatives at Perry, N. Y. Formal organization will be effected at a meeting at Dansville in January.

#### Committee to Direct Advertising Plans for Alabama

A special committee has been appointed to serve with F. J. Cramton, president, and R. B. Vail, secretary, of the Advertising Alabama Abroad organization. Garrard Harris, of Birmingham, W. J. Parham, Jr., of Mobile, H. P. Gibson, of Jasper, J. B. Hearin, of Mongomery and B. W. Pruitt, of Anniston, are members of the committee. mittee.

### Join "True Story"

Join "I rue Story"
William Wheeler has joined the advertising sales staff of True Story, New York. He will cover New York State territory. Mr. Wheeler was with the New York Daily News for over three years and was formerly with Barton, Durstine & Osborn, Inc.
Vincent D. Ely has joined the Western advertising staff of True Story. He was assistant advertising manager of the Pepsodent Company.

### Paraffine Companies' 1926

Campaign to Be Larger The Paraffine Companies, Inc., San Francisco, Pabco roofs and Pabcolin floor covering, will conduct the largest advertising campaign in its history during 1926. Newspapers west of the Mississippi River will be used. Emil Brisacher and Staff, San Francisco, are directing this campaign.

# THE NEWS OF HARPER'S BAZAR

DECEMBER 24th, 1925

THILE Harper's Bazar is preeminently a magazine of smart fashions, it gives additional zest to its readers' interest by publishing some of the cleverest fiction of the day. In the January issue, for instance, although it presents primarily "Fashions for the South", the list of authors is almost sensational. Notice:

FANNIE HURST GERTRUDE ATHERTON ANITA LOOS W. SOMERSET MAUGHAM HUGH WALPOLE ROBERT HICHENS and E. BARRINGTON (Author of "Glorious Apollo")

Harper's Bazar

"A CLASS MAGAZINE IN A CLASS BY ITSELF"

# Odd vs. Even Digits

Which Has the Greater Attention Value?

### By Norman Lewis

A CURRENT advertisement of Royal Baking Powder has for its headline the statement "81 per cent of Representative New England Doctors Say Cream of Tartar Baking Powder Is the Most Healthful." That heading is strong, of course, because it is specific and definite, but would it have had quite the same value if the percentage figure had been if the percentage figure had been say an even 80 per cent?

Isn't there a lure, an intriguing quality about odd numbers that is not shared by their brother digits. Shakespeare evidently thought so, for he wrote, "This is the third time; I hope good luck lies in odd numbers. There is divinity in odd numbers, either in nativity, chance, or death." And did not Heinz have the same idea when he originated the famous "57 Varieties" phrase? Can you imagine "80 Varieties" having anywhere near the same amount of punch? Ivory Soap's "99 44-100 Pure" also bears out this point.

Woodbury's facial soap has caught the idea in a recent periodical advertisement headed: "Four Hundred and Fifteen Girls at Wellesley and Barnard tell why they are using this soap for their skin." Such a heading, because of its super-specific nature, is bound to command attention. similar advertisement for the same product, however, doesn't cash in on the odd number value. It reads: "One Hundred and Eighty Leading Actresses of the New York Stage declare that this soap is best for their skin."

The intriguing quality of odd numbers is brought out admirably in this heading of a Studebaker advertisement: "Only 7 Ameri-can Cars Have Equal Power." The Aeina Life Insurance Company also makes a ten-strike when it says: "99 per cent of a great railroad's employees endorse Aetna Group Life Insurance. And a Premier salad dressing advertisement solicits new recipes with the invitation: "Win One of

These 147 Prizes."

The Edison Electric Appliance Co. might have thought of four or six or ten reasons of superiority for Hotpoint electric irons, but it wisely stuck to "Seven Reasons Why Your Next Iron Should Be a Hotpoint." This sentiment is echoed in a current headline for Travelo knit jackets: "Any One of These Five sound reasons justifies you in buying a Travelo."

A headline for Ellington Pianos reads: "446 Music Schools, Colleges and Institutions use Ellington Pianos and recommend them enthusiastically for the home." That is an even number, but it has the sound and appearance of an odd number. Compare it with

450 and see.

A headline for the Finnell System of electric scrubbing and polishing tells us that "Twelve Great Universities Have Finnell-Cleaned Floors." A convincing caption, yet wouldn't "eleven" or thirteen" have made it still more alluring?

Remember that a very famous collection of writings was given the title: "Thousand and One

Nights' Entertainment.'

Pacific Coast Furniture Dealers to Buy Jointly

The Commercial Associates, Inc., has hee commercial Associates, Inc., has been organized by retail furniture companies on the Pacific Coast for the purpose of co-operative buying. Ira F. Powers, of the Ira F. Powers Furniture Company, Portland, Oreg., is president. William F. Roberts, of Los Angeles, is managing director.

Farm Product Account for Ferry-Hanly Agency

The Enzyne Products Company, Mont-clair, N. J., distributor of a food sup-plement for poultry and livestock has placed its advertising account with the New York office of the Ferry-Hanly Advertising Company. Farm papers cov-ering Eastern territory will be used.

## "What Is Your Favorite Magazine?"



HAT is your favorite Magazine?"
This question has been asked of thousands of people by investigators employed by those anxious

to learn the magazine reading preferences of the American public.

Wherever that question is asked now-a-days, TRUE STORY Magazine is always well up front—and is often the first choice! Ask about Owensboro, New Brunswick, Dallas, Harrisburg and Cincinnati.

Each month from two and a quarter million to two and a half million copies of TRUE STORY are distributed; more than two million copies are sold on the newstands at 25c.

By reason of the very weight of its circulation TRUE STORY would often be first—but add to this the fact that TRUE STORY possesses a personality that attracts the kind of reader who sticks, and you have the key to TRUE STORY'S popularity.

We call TRUE STORY'S circulation "The Necessary Two Million+," because it is in a class all by itself, and has less over-lapping circulation than any other magazine on the stands today. We have facts to prove this.

True Story

"The Necessary Two Million+"

"GREATEST COVERAGE—LOWEST COST"

# Farmers

# Who need no R.F.D. address

QUESTIONNAIRES were sent to all Country Gentleman subscribers whose names began with A or B, in towns of 2,500, or less, who did not have R. F. D. on their address.

Actual investigation developed that 53% of these subscribers live on R. F. D. routes, but are so well known that they need no address beyond that of their local post office.

The standing and importance of these *Country Gentleman* subscribers are further shown by the size of the farms they own—5% being of more than 1000 acres, 13% of more than 500 acres, 39% of more than 175 acres, and 64% of more than 100 acres. And 82% of these subscribers actually *manage* these farms themselves.

# **Aguntry Gentleman**

THE CURTIS PUBLISHING COMPANY INDEPENDENCE SOUARE, PHILADELPHIA, PENNSYLVANIA

Publishers of

The Country Gentleman, The Saturday Evening Post and The Ladies' Home Journal

Advertising Offices: Philadelphia, New York, Chicago, Boston, San Francisco, Detroit, Cleveland



## "Young feller, here is one of your best farm markets!"

FATHER TIME, speaking from experience, gives young "1926" a bit of valuable advice: "Down there in Oklahoma those farm folks have heaps of prosperity. And what's more, they're surprisingly good buyers. Mind you now, it will pay you well to keep an eye on this rich farm market. P'sst—don't overlook the fact that Oklahoma has only one farm paper,—this is important to economical selling!"



E. RATZ SPECIAL ADVERTISING AGENCY

### Far West Community Advertising Sets National Lesson

More Co-operation, and Burial of Old Rivalries Indicate Great Increase in Activity for 1926

#### By M. B. Bridgeman

HERE is an increasing interest in the subject of community advertising in all parts of the country. Big manufacturing and industrial centres which seek to diversify their industries, cities where fine climate and health are to be had, cities which desire to attract a certain class of citizens, and cities with all sorts of advantages to offer have discovered by actual results that community ad-The new year vertising pays. promises an increase in community advertising of all sorts and in all

localities.

Just as the California co-operatives set an example to growers in other sections of the country, the most recent action of a group of cities and organizations in the Far West promises an impetus to the broader principles of community advertising which will have far-reaching effects. When such traditional rivals as San Francisco and Los Angeles get together with other cities on the West Coast to plan aggressive advertising for the whole section of which they are both a part, other rivals in other places receive a real example in co-operation. sort of co-operation and other news concerning a great revival of interest in the West in community advertising and national marketing of Western products was brought back by Ralph K. Strassman, vice-president of The Red Book Magazine, who returned last week from a month's business tour of the Pacific Coast. Mr. Strassman in speaking of the spirit of co-operation he saw everywhere said:

"These early manifestations of the nationalization of Pacific Coast publicity and merchandising methods used by fruit, prune, walnut and other co-operative associations were but a faint promise of

the generous intentions of Western States. I was more than gratified to see how wisely the States of California, Oregon and Washington have laid their national their materials. tional merchandising plans for Mid-Western and Eastern markets and for the markets of the Orient.

"For instance, there is the enterprise known as Californians, Incorporated, a body of producers, merchants and capitalists which is markets designed to develop everywhere for California products of every character. fornians, Inc., which is supported by voluntary contributions from the citizens of San Francisco, recently has again raised \$400,000 for the purpose of national pub-

"Another live Western organization whose force has been felt both East and West, is the All Year Club of Southern California. with executive offices in the Chamber of Commerce Building in Los Angeles. The results of their activities are cold measurable facts of which expanding bank deposits, enlarged manufacturing plants and a vast amount of current national advertising are tangible evidence. This organization has practically completed a drive for \$1,000,000, the expenditure of which will be divided between the club and the Los Angeles Chamber of Commerce.

"These two Pacific Coast organizations — Californians, Incorporated, and the All Year Club are in their largest aspect, typical of the smaller national merchandising and publicity associations which, founded by groups of cities, prevail all over the Coast from San Diego on the South to Seattle and Vancouver on the

North.

"In the North, along the Columbia River, Mt. Hood and Puget

Sound country, there are similar organizations, among them that which centres at Seattle and Van-couver, known as Puget Sound and British Columbia Associated, a non-profit body representing the citizens of Tacoma, Seattle, Bellingham, Victoria and Vancouver. This association has been directing most of its energies upon an Eastern advertising campaign to attract tourists to The Evergreen Playground, which exactly describes what it has to offer the traveling public. In one year, that of 1924, the newspaper and magazine publicity campaigns of this body increased tourist travel through Puget Sound cities to British Columbia 70 per cent. There is a manifest spirit along the Sound to obliterate the Canadian boundary line across the Evergreen Playground.

"This year, Puget Sound and British Columbia Associated, has raised around \$75,000, an increase of almost \$40,000 over last year, which was contributed largely by the cities of Seattle, Tacoma, Bellingham, Victoria and Van-couver. This money has been spent largely in California to attract tourists to the Puget Sound the country during summer months. With a much larger sum of money proposed for 1926, it is the consensus of opinion of the publicity committee of this association that they are going to scale the Rockies and nationally broadcast their possibilities for indus-trial and manufacturing develop-

"At a meeting in Seattle which I attended, Judge Burke, formerly Governor of Alaska, vividly contrasted the Puget Sound and Alaska of 1900 and what they are today. The growth of that region staggers the imagination. Judge Burke declared the Pacific Northwest has come to the final realization that they are situated in the heart of a man-made country with every advantage. Instead of thinking of themselves as far removed from other sections they are at the centre. At their front door, they have the Orient and back of them forty-eight States ready to absorb the natural wealth of their section. He and his associates of the Seattle Chamber of Commerce, collectively agreed that their cooperative commercial spirit is peculiarly fit at this time for national and international advertising campaigns. They now understand that with their present adjustment between products and publicity, they can carry on national advertising with the same ease with which they have heretofore carried on local announcements.

"L. C. Gilman, formerly counsel, latterly vice-president of the Great Northern, said at this meeting: We are going to get thoroughly into the fray because we are now, as individuals, communities, counties and States, so attuned to that modern business attitude called co-operation, that we are collectively boosters of the entire Pacific Coast from San Diego to Puget Sound. We have substituted the badge of a common commercial brotherhood for the hammer. Hereafter, we will enlarge upon the principle of helping each other. The result of the co-operative idea that we have already developed is apparent in our phenomenal latter-day prosperity."

Todd Bates, publicity director of the Pasadena Chamber of Commerce, stated: "We came to the realization early this year that in order to be in a position to advertise nationally the various advantages of Pasadena, it was necessary to use the 1925 appropriation in local mediums for the purpose of impressing our citizens with definite values which accrue from nationalized publicity. The result of this campaign has more than justified our plan, because for 1926 there is every evidence that the Committee of the Chamber of Commerce in this city will authorize a very much larger expendi-ture than that for 1925 and the contributed money will be used, not only to advertise Pasadena nationally, but also the claims for Eastern interest in Los Angeles and other nearby cities and towns."

The Portland Chamber of Commerce has raised approximately \$240,000 for a two-year advertising appropriation. This fund is



## UNIT coverage or quantity—which?

Power aims to put its advertisers in touch with the buyers in the worthwhile power plants of the country no matter where they may be located or what kind of a product power is being used to produce.

To accomplish this Power's circulation department seeks to add units rather than individuals. Regardless of cost it must find, sell and satisfy the men responsible for power plant design, power generation and power utilization.

Which is why you will find Power wherever there are worthwhile power plants, the circulation being heaviest where there are the most plants.

The above map illustrates at once the power distribution of the country and the circulation distribution of *Power*.

Does not this method of subscription building appeal to you as the method of greatest value in sales development?

A. B. C.

#### **POWER**

A. B. P.

Tenth Avenue at 36th Street, New York

a McGraw-Hill publication

particularly interesting since it is divided between co-operative marketing efforts and State publicity. The Colorado Springs Chamber of Commerce has also started with a \$5,000 appropriation to be spent in newspapers. The Tucson Sunshine Club has appropriated more than \$25,000 to nationally advertise its climatic values.

In addition to all these activi-ties and those of a score of other Chambers of Commerce and organizations such as those at Oakland, San Diego and other cities, there is to be seen in the Far West a new plan of co-operation. Just as other co-operative organizations learned from the California pioneers, so groups of cities, just as individual growers started the showing co-operatives, are pioneer idea which will interest other sections. The importance of what is happening now on the West Coast cannot be exaggerated. It is so big that it will influence community advertising and cooperative advertising for years to

The first week of this month, representatives of Pacific Coast communities from the Mexican border to Canada, at a meeting held under the auspices of the Seattle Chamber of Commerce, adopted a plan of co-operative advertising that marks a new era in community advertising development.

In the immediate future, advertising appropriations aggregating \$1,000,000 will urge travelers to "visit all the Pacific Coast." David Whitcomb, president of the Seattle Chamber of Commerce, has been named to head a committee to meet in San Francisco on or before January 15 to put the project into effect. Other members of the committee are Paul Shoup, vicepresident and general manager of the Southern Pacific Company, and Harry Chandler, publisher of the Los Angeles Times. Mr. Chandler represents the All Year Club of Southern California mentioned above; Mr. Shoup, Californians, Inc.; and Mr. Whitcomb, Puget Sound and British Columbia Associated.

"The Northwest tourist centres

have tried out co-operative plans for some years, and find common effort beneficial to all," said Mr. Strassman. "The new arrangement brings the publicity advertising efforts of California, Oregon, Washington and British Columbia into one alignment. The transportation companies are to aid this effort in addition to their regular advertising campaigns.

"Here, surely, is a real lesson in co-operation for communities in all parts of the country. Instead of the old-fashioned cut-throat competition, the rival clawing for business, here is a group of rivals co-operating for the benefit of all in an all-inclusive spirit of get

together.
"Old-time rivalries are being buried to offer instead a united front for the benefit of all. This whole idea of a fellowship of cities, formerly rivals, for the purpose of promoting their common interests, offers an immense prospect to every man interested in the fundamentals of sound merchandising and advertising.

"It is safe to predict that this co-operation will have a farreaching and beneficial effect upon community and co-operative advertising in all parts of the country."

### W. M. Philpott Joins "Furniture Record"

W. M. Philpott has joined the staff of the Furniture Record, Grand Rapids, Mich., in charge of Western sales of retail merchandising services. He was formerly with Radio Merchandising and, at one time, he was on the New York staff of the Furniture Record.

#### Florida Account for Tuthill Advertising Agency

The Minor C. Keith Company, St. Andrews Bay, Fla., a real estate development, has appointed the Tuthill Advertising Agency, Inc., New York, to direct its advertising. Newspapers and magazines will be used.

#### New Tydol Gasoline Advertised

The Tide Water Oil Company, New York, is using newspaper advertising to introduce a gasoline for use in cold weather. The fast-starting qualities of the new product are featured in the introduction copy. Trying to cover a great market like Chicago with only ONE newspaper is about as impossible as trying to cover it WITHOUT the Chicago Evening American.



## CHICAGO MI AMERICAN

A good newspaper

Largest circulation of any Chicago evening paper and the third largest evening paper circulation in America

## The Farm Journal

is the only farm paper carrying more than \$1,000,000 worth of advertising in 1924 to make a gain\* in 1925

\*Over \$150,000



PHILADELPHIA

NEW YORK

BOSTON

ATLANTA CHICAC

And not only was The Farm Journal the sole farm paper carrying over a million dollars worth of business in 1924 to make a gain in 1925—it led in advertising revenue all farm papers published monthly throughout the year 1925.

This position of The Farm Journal reveals the very interesting fact that advertisers are buying an increasing volume of advertising space in the one publication which actually reaches real farmers out on real farms—and reaches them in the greatest numbers and in the best agricultural counties:

Not merely has The Farm Journal the most circulation; it has the most R. F. D. circulation. And not merely has it the most R. F. D. circulation; it has the most R. F. D. circulation in the most prosperous farming counties.

The Farm Journal has rated each county according to its purchasing power, and it has developed its circulation sales in the best counties. By this exact method, it has made the selection of your market possibilities for you.

A copy of The Farm Journal County Index Book, showing the rank of each county, will be sent to any manufacturer or advertising agency upon request.

Journal field

NTA THICAGO

SEATTLE

SAN FRANCISCO

LOS ANGELES

How can anyone talk of circulation, trading centers or anything of the kind on the day before Christmas?...Besides, what Cosmopolitan entirely and wholeheartedly wants to do this week is wish every reader of Printers' Ink

A MERRY CHRISTMAS



Hearst's International

COSMOPOLITAN

### An Analysis of the Business Press

The Lines of Demarcation between Trade, Class and Industrial Publications

#### By M. L. Wilson

Vice-president, The Blackman Company

L IKE everything else that is real, advertising and advertising practice has been a matter of evolution.

I have never been in any other profession but advertising, therefore, I have been enabled to look upon the development of our pro-

fession in a way that is given to very few advertising men.

remember George P. Rowell's lists, where you bought en bloc an insertion in any one of many different combinations of publications. I remember when it was not thought bad practice for an advertising agent to ship a bunch of type to an unsuspecting publisher in payment of a I remember when it was pos-sible for an agent to buy, on a blanket order, a large number of pages in what were then our prominent magazines at a price between \$40 and \$50 and retail them to the agent's customers at prices varying from \$75 to \$100.

There was nothing especially wrong in this at the time. Advertising was in its infancy. There was practically no advertising competition and although circulations were small and the advertiser paid a frightful price per line per thousand rate, the results were almost universally satisfactory.

I have seen our profession go through the specialty stage; agents who placed advertisements in religious papers only, agents who used agricultural papers only, agents who used the daily papers only, agents who recommended only magazines, etc.

As National Chairman of the Business Paper Committee of the American Association of Advertising Agencies, Mr. Wilson has made a three year study of the business press. In the accompanying talk, he spreads on the record some of the findings of this investigation.

This speech was delivered before students attending the School of the New York Advertising Club. Mr. Wilson was aiming to make the business paper less of an advertising mystery to these students and in order to do this it was necessary for him to cite certain publications but no special significance is to be attached to the choice of papers which he selected for reference purposes.

We print the speech here, not because it necessarily expresses our editorial views, but because it does shed light on a subject about which many advertising men are none too well informed. For a long time, the extent of agency service was comprehended by preparing and placing a more or less good looking advertisement in the publication the agent had the best arrangement with.

In due time, competition in merchandise, sales and advertising sprung up, and it became necessary for the agent to expand his service to the advertiser. No longer was it sufficient for him to deliver good copy only, no longer was it considered that the agent did his full duty to the client if he rode one hobby in his recommendation.

The agent must grasp the client's proposition as a whole. He must, with the client, set up some ob-

jective of accomplishment. He must plan what mediums will best help the client reach his goal whether it be poster-boards, newspapers, street cars, magazines, or business papers.

Why am I, an agent, chosen to speak to you tonight about busi-

ness papers, rather than some representative of the business press? The reason is that three years ago I was chosen by the American Association of Advertising Agents to be their National Chairman of the Business Paper committee of that association.

When I took hold of the work I found that there was much misunderstanding between the two groups, that is, the advertising agents and the business papers. After careful analysis I felt that this was due as much as anything to the fact that neither the business papers nor the advertising agents understood each other. Now the business papers have their own association, the Associated Business Papers, Inc., usually known as the A. B. P. (just as the agents' association is usually known as the A. A. of A. A.) and it is due to the co-operation of this association that I have got as far as I have.

During the past three years I have done all in my power to bring agents and business papers together, until today I feel that there is a very much better understanding between these two great fac-tors in publicity than there was when I took hold. While I am no longer able to carry on the work, my successor will unques-tionably follow somewhat the lines which have been followed during the past three years.

I was very much flattered when I was chosen by your committee to address you. I just wanted to point out to you that it was a very unusual proceeding and showed a confidence on the part of your committee in me. Anyone would have thought you crazy if you had told them that an agent could speak with authority about business papers.

The term, business press, cludes three classes of publications:

1. Trade Those publications which go to the middleman-jobber, retailer, or both.

2. Industrial Those publications which appeal to industries which are in the market for commodities advertised. 3. Class

Those publications which appeal to hospitals, hotels, business, etc.

#### Trade Papers

Let us consider the first classification, namely trade papers. These are publications which an agent recommends that the advertiser use when he wants to influence a resale. The druggist has his trade papers, the dry goods merchant has his, as have the hardware, jewelry and grocery trades, In fact, every known trade has its trade paper.

Some trade papers are interesting to the jobber only; some to the jobber and retailer, and some to the retailer only.

Through the trade paper, the subscriber, (retailer or jobber) gets the news of the trade; new movements or fashions in the trade, new ways of doing things to make the dealers' service better and through the advertisements new merchandise which will make his distribution easier or his storekeeping profitable and up to date.

The field of trade papers is enormous. Here are a few statistics to give you some idea of their magnitude.

1. Drug stores—59,000 retail stores.
2. Grocery stores—235,000 retail stores,
3,300 wholesale stores.

3,300 whosesate stores.

3. Dry Goods and department stores and general stores—200,000 stores in which dry goods and kindred lines are sold at retail.

4. Hardware stores—35,000 retail

4. Hardware stores — 35,000 retail stores, 1,000 wholesale stores. 5. Automotive—15,000 exclusive car dealers; 60,000 supply dealers; 60,000 service stations and repair shops; 45,000 garages.

When an agent comes to choose a trade paper, the first thing he is confronted with is the enormous duplication in the different fields. For instance:

Drug Field—59,000 druggists—forty-four papers—thirty-seven claim a circu-lation of 261,000 copies or 5.4 papers

lation of 201,000 copies of 3.5 paper per druggist. Grocery Field—235,000 retail grocers—33,000 rated \$5,000 and over—3,500 wholesale grocers—forty-eight papers— forty-one give circulation figures totaling

202,968.
Figured against the total number of grocers, it requires forty-one papers to give 86 per cent coverage. Figured against grocers with rating of \$5,000 or more, we have six papers for each grocer in that class.

Bakery-34,000 bakeries—ten papers—nine give circulation figures totaling 82,258 or 2.5 papers per baker.

Paper Mills—There are less than 1,500



# The Detroit News The Automotive Leader of CAmerica's Automotive Center

FACTORS that make for leadership in every field of newspaper endeavor have likewise established The Detroit News as Detroit's leader in automotive advertising.

During 1925 it repeated its achievement of 1924 with a greater automotive lineage record than ever. Note below the comparative lineage records of The News and the second automotive medium for the first 11 months of 1925.

#### How The Detroit News Leads

Such leadership, typical of the position of The News in every selling classification has made it the first among all metropolitan newspapers during 1925 in total advertising.

## The Detroit News

Greatest Circulation Week Day and Sunday in Michigan

paper and pulp mills in the United States and Canada. Five regular papers total a circulation of 17,000.

About 4,000 copies go to jobbers, paper merchants, salesmen, etc., leaving about 13,000 for the mills or 8.6 papers per mill. A choice must be made. Help us to choose intelligently.

That makes it mighty hard for a space buyer to make the best choice. All credit should be given to the Associated Business Papers for the fine way in which it is trying to help the agent make a wise choice, insisting that its members belong to the Audit Bureau of Circulations (usually known as the A. B. C.) and its constant endeavor to improve trade practices among business papers.

If any one of you ever become a solicitor on a business paper and want to make yourself felt with the agency upon whom you call, let me advise you to get on top of the following facts before trying to sell your paper.

Master the high lights of the industrial situation which your publication represents.

Master the general editorial intent of the publication and be able to apply it to the solicitation in which you are engaged.

Master some of the outstanding points of the prospect's business and match it to these qualities in the publication which you represent which would help the advertiser.

For the most part, trade papers are subscribed for and paid for just like other publications. But there is one class of trade paper (usually of the small size of PRINTERS' INK) which is given away to a carefully chosen list of stores in the trade desired. These are not recognized by nor are they members of the A. B. C.

Small size does not necessarily mean that the trade paper is given away. Printers' Ink, Class, etc., while of the tabloid size, are strong subscription publications.

A representative trade paper is Women's Wear.

It is a rather unusual trade paper inasmuch as it is published every day. News is its predominant feature. I think I am right when I say that next to the As-

sociated Press it has the largest news gathering organization of any institution in this country. The Fairchilds who own this publication, may have their faults, but fear is not one of them. They are absolutely fearless in giving the news as it really is, never mind whose knuckles they rap.

The Dry Goods Economist, another trade paper, is one of a group which territorially covers the dry goods trade of the country. It is long established and influential. Its editorial arrangement is such that its contents are easily accessible to department heads. The Dry Goods Economist carries a great deal of advertising and many textile successes have been due to publicity secured through this publication.

The advertising can reach pretty effectively the worth-while dry goods trade of the country.

A good example of the tabloid free circulation trade paper is Drug Topics. It is, as you will see, the well known PRINTERS' INK size. Publications like Drug Topics are mailed free to the trade by the jobber.

Up to a short time ago, there was no standard size of page among trade papers, in fact, among the whole business press. The A. B. P. has done yeoman's service in bringing about the standardization in certain quarters. It is now working definitely toward three standard sizes:

PRINTERS' INK type, space 3 % x 7.

Bus Transportation, type space 7 x 10,
and another larger size still to be agreed
upon.

At the present time there are thirty to forty different sizes of pages in business papers, so you can see how great is the need of standardization. When, as and if the A. B. P. succeeds in establishing these three standard sizes they will have accomplished a great The reason why standardization is so important is that as things are today, an advertising agent has to supply cuts of many different sizes for a list of even reasonable length and cuts cost a whole lot of money. Usually

(Continued on page 57)

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## The Importance of the Extra Measure

IN GREATER NEW YORK there are three Sunday Gravure Sections, with a total circulation of 1,437,090 copies, according to the Government statement of September 30, 1925. Of this total, THE WORLD COLORGRAVURE provides 37.7%.

Out of all this circulation, the advertiser is chiefly concerned with the copies distributed directly in Greater New York, where his own distribution is greatest and where the vast bulk of retail sales is concentrated. The three Gravure Sections have a combined city concentration of 744,551, of which THE WORLD COLORGRAVURE provides 51%. The comparison speaks for itself:

New York City Concentration

Sunday World Colorgravure 381,568
The Times Rotogravure 230,948

Herald Tribune Graphic 132,035
Supremacy of THE WORLD

The fact that this excess city distribution can be purchased in THE WORLD at a saving of \$1.45 per line, a clear economy of 42%, is eloquent proof of THE WORLD'S value to the advertiser who buys his advertising as he buys all other merchandise—strictly on the basis of costs.



The Three-Cent Quality Medium of America's Greatest Market

PULITZER BUILDING, NEW YORK TRIBUNE TOWER, CHICAGO





## . . . the *nine* key markets of Texas

EACH market steadily prosperous. Each market a jobbing center. Each the vent through which to tap the wealth of its own trade territory.

In these nine progressive, flourishing Texas Cities nearly a million consumers live. Combined these cities represent a metropolitan market exceeded in size by only New York, Chicago, Philadelphia and Detroit.

Around them lies the greater market of Texas—compact and convenient. In this area (comprising less than half the square miles area of the state) ninety per cent of all Texas lives, prospers and buys.

### ... do you know the real Texas .....

YOU can never find the real Texas in your geography. Nor will the census tell you the full story of its importance in your merchandising plans.

Texas is the world's greatest market in the making. There is growth here.

Not growth that springs from the hustle and bustle of a boom.

Not growth sponsored by speculators that rides on its own momentum ever menaced with the danger of engulfing itself.

Texas growth springs from the richness of its soil, from the wealth of its forests, from the riches of its oil fields, from the development of its industries.

Already the fifth state in the union—it is still climbing. And with its ascent, it is carrying upward the business fortunes of these farsighted merchandisers who have seen that now is the time to strike in Texas.

There is a market for good products in Texas. There is plenty of money here to buy them.

Any newspaper in any key city will be glad to give you complete data on its territory. Write today.

## These Advertisers Know Good Values

LREADY 63,000 more lines of advertising A have been ordered for the 1926 issues of BETTER HOMES and GARDENS than on order this time last year. Some of the well-known advertisers who have selected this magazine for the 1926 campaign are:

Amer. Face Brick Assn. Amer. Fork & Hoe Amer. Radiator Co. \*Amer. Walnut Mfrs. Assn. Armstrong Cork Co. Associated Tile Mfrs.

Beaver Products Company Buffalo Lounge Co. Birch Mfrs. Assn. Bowker Chemical Co.

Bower Chemical Co.
Calif. White & Sugar Pine
William Campbell
\*Cello Products
\*Chamberlin Weatherstrip
C. F. Church Mfg. Co.
Clinton Carpet Co.
Congoleum-Nairn
Cornell Wood Prod. Co.
Crane Co.
Crane Co.
Crescent Mfg. Co. Detroit Steel Prod. Co. Dodge Brothers
Douglas-Pectin
Duro Pump & Mfg. Co.

Fels & Co. Fisk Tire Co.

\*Herrick Refrigerator \*Holyoke Heater Hollow Bldg. Tile Hygienic Prod. Co. \*Iowa Gate Co.

Jell-O Company
\*S. C. Johnson
Johns-Manville

Kirsch Mfg. Co. Kohler Co. Kerner Incinerator

Malleable Iron Range Minneapolis Heat Regulator Mohawk Carpet Co.

\*National Fireproofing Niagara Wallpaper

Oak Flooring Bureau Olson Rug Co.

\*Peck & Hills Furn. Co.

Ralston Purina Co. Ruberoid Company

\*Shaw Mfg. Co.

\*Sherwin-Williams Smith Bros. Southern Cypress Assn. \*Stumpp & Walter

Tayler Instrument Co. Thayer & Chandler

\*U. S. Gypsum Co. \*Upson Board Co.

Valentine's Valspar

Weatherbest Shingle Co. Winthrop Furn. Co. Western Pine Mfrs. Assn.

Yale & Towne

\*Indicates increased space over last year

700,000 NET PAID

# **CTER**

E. T. MEREDITH PUBLISHER

DES MOINES IOWA

business papers, with the exception of some class papers, do not have a very large circulation and they can use electrotypes or at any rate, duplicate halftones if the advertiser has to supply his cuts for one size of page, or even three sizes. With all charges in the making of an advertisement going

up, this is a very important item. At that, should any of you become an advertising manager do not let this lack of standardization of page interfere with the good looks of your advertisement. it is necessary to use different cuts to fit different size pages and to spend as much on the cuts as on the space, do so if it means that your advertisement can be made to look right only in that way. Don't try to patch up and juggle cuts to save a few cents. It simply won't pay and you will be ashamed of your advertisement when it ap-

Here are some trade paper rates and circulation:

	Dry Goods			Economist	
1	page	\$350	per	page	Circulation
13	66	250	44	6.6	13,371
26	66	230	66	66	
52	48	220	48	8.6	

Druggists' Circular \$129 per page 127 "Ci Circulation 122 " 12 108

You will see that these rates vary

It is fair to say, however, that in many cases the influence of a trade paper is reflected in its advertising rates but the mere fact that one paper costs less than another for the same apparent circulation does not necessarily mean that it is a better buy. You can't judge rates of trade papers on the basis of rates of general publications. The whole proposition must be approached in a different way. The situations are so varied and the whole subject so complicated that it would be impossible to even touch the highlights on an occasion like this.

And now we come to industrial publications.

These publications, which are largely technical in character, appeal to industry and their mission is to sell merchandise from one industry to another-a huge \$30,000,-000,000 transaction.

To make the thing very simple, I will illustrate what I mean by

a very homely example: You are all used to seeing the Fifth Avenue buses go up and down the Avenue day in and day out, year in, and year out. was a time when the Fifth Avenue line was the only bus line in the neighborhood of New York, but today, they are opening up bus lines

everywhere.

I wanted to go to Litchfield, Conn., a few weeks ago, had to take the train to New Milford and a bus from New Milford to Litchfield. Now when that bus line between New Milford and Litchfield was started, they had to buy at least one bus, but before they bought that bus, there was a chain of happenings which took place that made possible its delivery. It stretched way back to the coal mine. the coal mine. The coal mine taxed to its utmost, had to buy new machinery to produce more coal, the railroad had to purchase new materials to buy the car to carry the coal, the steel mill had to buy another boiler in which to burn the coal brought to them by the railroad, and perhaps they had to buy another furnace to produce the steel, and a stamper to stamp the body of the bus. The bus manufacturer had to buy the frame from the steel mill, and at this point, all the other constituent parts of the bus were focused and the finished product produced. Industry had sold to industry not only these component parts but the raw materials which made up the component parts and had called into play, tools and paints, etc., etc., which were necessary to produce all the operations from the raw materials to the finished product.

A good example of an industrial paper is Electrical World. It goes to electric light and power companies, consulting engineers, industrial and electrical manufacturing executives and engineers, etc. In other words, to many people interested in buying as an industrial consumer direct from the manufacturer.

The rates of these industrial papers run a little higher than trade papers of similar circulation,

		Elect	rical	Wor	ld
1 3 6 9	page	\$200 176	per	page	
6	44	174	48	66	
9	66	172	**	68	
13	68	169	64	48	Circulation
18	66	167	66	44	18,552
26	44	163	41	88	10,000
40	66	156	48	66	
52	44	150	44	84	
		Ra	ilwan	v Age	
1	page	\$225		page	
3	**	188	44	46	
6	48	170	44	66	
1 3 6 9	44	164		66	
13	66	158	68	44	Circulation
26	48	144	44	**	9,482
32	48	138	66	**	3,.02
39	44	132	66	66	
52	48	125	44	64	
104	41	115	**	64	

Please bear in mind that an industrial publication is a consumer publication. It differs from such a publication as the Ladies' Home Journal only in the fact that it sells to an industrial consumer while the Ladies' Home Journal sells to an individual consumer. An advertisement in the Ladies' Home Journal is intended to sell to Mrs. John Jones, an advertisement in an industrial magazine is intended to sell to John Jones & Company, manufacturers. In both cases, it is a consumer transaction. It differs from your intent in that when you advertise in a trade paper you seek the assistance of John Jones & Company, distributors, to distribute or sell your goods to somebody else.

Suppose you are engaged as advertising manager of an industrial concern. The McGraw-Hill Company, which publishes a large group of industrial papers, will tell you that the purpose of the industrial paper in three-fold:

1. To inform and assist those who contribute directly or indirectly to the management and production in plants and industrial projects.

2. To guide and to help discuss the problems of that phase of industry in whose interests the paper is published.

3. To print the news of the industry

and be a medium for the exchange of ideas which point to better ways of doing things in that industry.

They also advise that in advertising copy to industrial advertisers, that the following topics are interesting in the order listed:

Show uses.
 Give working data.
 Describe new features.
 Describe installations.

5. Give cost data.
6. Discuss service.
7. Tell how product is made.

So we come to those business papers known as class publications. Class publications in the main

are those which sell to definite organizations or institutions, such as hotels, hospitals, etc.

Class-paper subscribers in their relation to the advertiser, must be considered in the main as consumers, but a different kind of consumer from the subscriber to the general magazines. Ivory Soap advertises in Modern Hospital it wants the hospital to buy Ivory Soap for the use of the patients. It doesn't appeal to the individual patient in the hospital. When the same advertiser advertises Ivory Soap in Hotel Management, its object is to get the hotel to put Ivory Soap in each room for the use of its When the Sherwinpatrons. Williams Company advertises in an architectural paper it does so, not to sell the architect paint, but to influence the architect to specify Sherwin-Williams paint. The subscribers to class publications buy in tremendous units. Hotels, for instance, use:

1,000,000,000 sheets of writing paper

a year.
400,000,000 pieces of guest soap.
13,200,000 pounds of candy.
In hospitals there is an annual expenditure of \$190,000,000 for food and drink.

Nearly \$19,000,000 is in the budget for dry goods; nearly \$8,000,000 for kitchen supplies and replacement. Over \$13,000,000 is required to main-tain hospital laundries.

Paints, enamels and varnishes cost \$4,750,000. Hospitals spend approximately \$32,-000,000 for surgical instruments and supplies.

Circulation and rates of a hos-

## What Kellogg thinks -of-the New-Orleansmarket—



#### Kiellogg Company

BATTLE CREEK, MICH.

Nov. 5, 1925



National Advertising Dept., The Times-Picayune, New Orleans, La.

Gentlemen:

We are delighted to express our appreciation of the success Kellogg's All-Bran and Pep have achieved through advertising in the Times-Picayune.



During the years we have been using the Times-Picayune's columns, Kellogg's products have gone forward steadily and gratifyingly in the entire New Orleans territory as well as in the city itself.

We are taking occasion to state that we have only recently sent you new sampaign on Kellogg's All-Brah and Pep for the Times-Picayune.

With best wishes,

Very truly yours,



H. K. Kellogg

and-

## The Times-Picayune

Member 100,000 Group of American Cities.

Representatives: Cone, Rothenburg & Noee, Inc., New York, Chicago, Detroit, St. Louis, Kansas City and Atlanta; R. J. Bidwell Co., San Francisco and Los Angeles.

pital class publication and a hotel class publication follow.

		Mod	CYTE	Hospi	tal
6	time	\$160 145	per	page	Circulation
12	41	125	48	66	6,369
		Hotel			ient
	time	\$200	per	page	
6	66	190	66	66	Circulation
12	44	180	44	44	7,000

Just to round up the points I have covered, I would like to give the following principles which should guide the advertiser in thinking of business papers as compared with general mediums. I will consider them under the three divisions of business

papers:

#### Trade Papers

industrial and

trade,

A. Trade-paper copy is addressed to the man who sells.

1. A distributor is interested always in anything which will help him sell. He is close on his buying side; he is liberal on his selling side. Trade-paper copy should help his selling just as much as

yours.

2. The single item of giving news to the trade about your goods is enough to warrant the continued use of a trade paper by a manufacturer no matter how large his business, how greatly it increases, how much he advertises to the consumer, or whether times are good or bad.

#### Industrial Papers

A. Industrial publications are, in reality, consumer publications.

1. It is necessary to most carefully consider what is uppermost in the minds of these consumers.

(a) Fineness of output. (b)

Quality of production. (c) Speed

in operations, etc.

2. The advertiser who would get the best results must not only understand that industry's problems, but must talk in its own special language.

#### Class Publications

A. Class publications appeal to large consumers of products.

1. Class publications which ap-

peal to hotels and hospitals have a unique service to perform which must be appreciated by the advertiser if he is to get the subscriber's attention.

2. Hotels and hospitals purchases are usually large and the responsibility of purchase is great.

#### Business Papers as a Whole

A. They inform rather than entertain.

B. They publish news of interest to the trade.

C. They discuss technical matters uninteresting to an outsider but of vital importance to the subscribers to these papers.

In the early part of my talk I referred to the influence that has been my good fortune to have brought to bear upon agents and business papers so that there now exists a better understanding between these two great groups than ever before. There is one matter which for many years has been a cause of a great deal of discussion, that is the subject of paying agency commission.

As you may know, agents are remunerated for the work they do, by the publications, as represented by various percentages, 15 per cent, 13 per cent, or 10 per

cent.

Originally, business papers paddled their own canoe and handled all their advertising direct, that is, they dealt direct with the advertiser; they employed solicitors who got the business and to whom they paid commission. They did not work with agents at all. As advertising practice began to get sounder, many business papers saw the wisdom of cooperating with agents and allowing agents commission.

Today, about two-thirds of the strictly business papers pay agents

commission.

Those that do not are largely made up of industrial publications. These publications feel that more than ordinary agent's equipment is necessary to give the proper service to the customer and that even should they pay the agent 10 or even 15 per cent, the

### Boston's trusted guide to the stage, screen and symphony

Not content with publishing merely perfunctory reviews, the Herald-Traveler has maintained for years a staff of dramatic and musical critics whose considered opinions are Boston's accepted guide to the stage, screen and symphony.

Under the gifted supervision of Philip Hale, this paper's columns have become the recognized forum for popular discussion of the dramatic and musical arts, both at home and abroad.

To serve all its readers in an authentic and entertaining way is the constant aim of the Herald-Traveler. Every day, on every page, the Herald-Traveler presents something to interest some member of each family it serves. In its varied departments, the Herald-Traveler fills the newspaper want of more than a quartermillion families no other Boston paper can ever hope to satisfy.

Let us send you "Business Boston," a valuable booklet that points out the unusual possibilities for your advertising message addressed to this responsive section of Boston's divided market.



BOSTON HERALD-TRAVELER



## "Which Paper?"

### Here is a Reliable Foot Rule

"Yes, we have decided to go into that field, but—which paper?"

There are many bases on which to make comparisons. Here is just one—but it is a very important one, as every advertising an knows—"classified advertising."

Take the textile field. One paper—Textile World—contains more classified advertising than all other textile papers combined.

Most of these advertisements are inserted by textile men who want to buy or sell used machinery, equipment, etc. They place these advertisements where they know the best results will be secured.

With most products advertised to industry it is difficult to measure results because, due to the nature of the product and the conditions under which it is sold, the "results" seldom appear immediately in tangible form.

The advertiser, however, wants some *proof* that the paper reaches the field—that its advertising pages are actually read—and the size of the "classified" section is a reliable foot rule.

"How to Sell to Textile Mills?" discusses the textile industry as a market. If you are genuinely interested in selling this field write for a copy of this survey.

## Textile World

Largest net paid circulation in the textile field

Audit Bureau of Circulations



Associated Business Papers, Inc.

BRAGDON, LORD & NAGLE CO. 334 FOURTH AVENUE NEW YORK CITY

agent could not make money out of the deal.

There has been a good deal of discussion on this subject during the past year. It is hoped that at some time in the future a satisfactory answer may be found.

factory answer may be found. Personally, I would not like to see any arrangement entered into between agents and the industrial press which would be of a tentative or a trial nature or which would be one-sided—be profitable to the agent alone, or to the industrial paper alone. It must be equitable and just to the paper, the advertiser and the agent if it is to last.

Another difference of opinion between agents and business papers is the matter of schedule, that is, the number of insertions necessary to produce the best results. The business papers feel the agent slights their that medium, based on their experience with schedules in general publications such as the Ladies' Home Journal or the daily papers, and that the business press comes off second best in the transaction. Earnest men both in the business papers and among the agents are working to get at some tangible philosophy of schedule and I have no doubt, eventually will be successful.

As young advertising men, I ask you right from the start, in considering advertising expenditures, to eliminate prejudice from your thinking. Never become an advertising man whose favorite is the daily paper only, or the general magazine only, or the business press only. Try and train yourself soundly so that by knowledge based on careful research and experience, you are able to recommend to your principals, whether they be an advertising agent or an advertiser, a well-balanced advertising budget.

This does not mean a squabbling over what business papers shall be used or what general mediums shall be used. It means that you must first decide what forces of advertising you must call upon in making your adver-

tising expenditure best produce your results. Let each medium of effort, whether general me-diums, daily papers or business papers, have a fair show. Don't recommend the business press as a means to use up what is left over of an appropriation, but study what is required to accomplish your object in the business press, whether it be trade, industrial or class, and plan adequately. Be brave about it. If best judgment says fifty-two pages, use fifty-two pages. Don't compromise, don't use the business press any more than you would use the general press, simply for the sake of making some kind of a flaccid motion to appease somebody with whom you are doing business. Use the business press with just the same certainty and decision as you use the daily papers and the general periodicals. ognize that the business press has a definite mission to accomplish in the budget and see that your object does not fail because you have made your businesspaper appropriation on too small a scale.

Once more, let me emphasize, in making an advertising appropriation, be sure that it is properly budgeted; that there is a correct and just relation between the money spent in general mediums and the business papers; between your effort to the individual consumer and the industrial consumer, the class consumer, the wholesale distributor or the retailer.

#### H. C. Freeman, President, National Cloak & Suit

H. C. Freeman has been elected president of the National Cloak & Suit Company, New York, succeeding S. G. Rosenbaum, who has become chairman of the board of directors. Mr. Freeman was formerly vice-president and general manager. N. D. Passmore has been appointed general manager.

#### Will Direct "Liberty" Advertising Account

With the removal of the general offices of Liberty to New York, all of the advertising of this publication will be directed by Lord & Thomas, Inc., of New York.





## National Outdoor Id

F. T. HOPKINS, General Manager Fifth Ave. and B'way at 25th St., New York

Detroit Office, Gener Motors



HARRY J. ETCHELLS

## Advertising Bureau

H. F. GILHOFER, Western Manager Lytton Bldg., State St. at Jackson Blvd., Chicago

fice, Gener Motors Building

# and a Happy New Hear

### Move to Simplify Business Classifications

New Plan Is Expected to Help Eliminate Mailing List Wastes

Washington Bureau of PRINTERS' HE first meeting of a national campaign to simplify standardize business classifications was held on Monday of last week. This conference was called by the Division of Simplified Practice of the Department of Commerce. The attendance included directory publishers. advertisers, ticians, and others. The movement is expected, not only to eliminate waste, but also to prevent confusion, and remove many of the present difficulties in com-piling mailing lists and in interpreting statistical information.

This effort has been carried on for some time by the Association of North American Directory Publishers. The association has published a list of business classifications which it is endeavoring to have adopted by its entire membership. This list was adopted by the conference for six months, and in the meantime three committees were appointed to work out the development of a definite stand-

ardization program.

At the conference, W. H. J. Mc-Pharlin, chairman of the Committee on Standardization of the Directory Publisher's Association, discussed the great variety of words and phrases used to classify certain lines of business. He mentioned, for example, the terms "meat market," "provisioner," for emarket," pro-market," 'market," "meat-retail," "butcher," all used in various sec-tions of the country to apply to exactly the same classification of business. He pointed out that thousands of similar examples exist and that they are curtailing the value of directory service outside of the localities in which individual directories are published. Speaking on the same subject, O. C. Lyon, of the American Telephone & Telegraph Co., said that 23,000 different occupational classifications had been ascertained by an analysis of his company.

The importance of uniform standardized classifications was emphasized by Robert E. Ramsey, of Robert E. Ramsey, Inc.; Frederick D. Wood, of the International Magazine Company; and Fred R. Bremier, of the Research Division of the Curtis Publishing Company, all of whom cited the difficulties and costly errors in compiling statistics and business surveys from directory sources because of the inaccuracies that result from the prevalent widespread variety of classifications.

The directory classifications are important to the purchasing agents of the country, W. L. Chandler emphasized. He is secretary of the National Association of Purchasing Agents. He said that his office received from twelve to twenty-five inquiries a day asking for information which could be readily supplied if the directory classifications were uniform. "In the majority of cases," he said, "we are unable to find the information desired and the questioner is in a like position, because it was impossible to know under just what classification the information would be found."

Joseph Stewart, of the Post Office Department, also addressed the conference and said that his department was especially interested in more accurate directory classification. As an expression of this interest, he offered the services of the Post Office Depart-

ment in co-operation.

The first committee appointed will work out standardized business classifications with the intention of having them generally adopted by all publishers who use business headings of any kind in their work. The publications affected include city directories, telephone books, business directories, commercial rating books

and the publications of the Census Bureau. This committee is headed by R. L. Polk, of R. L. Polk & Co., and includes George W. Overton, of the R. H. Donnelley Corporation, in its membership.

The second committee will compile definitions of the various business classifications. The work is intended to clarify the entire subject and specify the differences between such related groups as, for instance, department stores, drygoods stores and general stores. This committee will work under the chairmanship of F. M. Feiker, and W. N. Taft, as vice-chairman.

The third committee represents the users of directories, and will attempt to ascertain the needs and wants of business men, economists and statisticians as to additional data which may be produced by or through improved and standardized business classifications in all directories. This is intended to include such information as the total number of concerns engaged in different industries, and listed under the various classifications.

Later a fourth committee was announced for the purpose of cooperating with the committees of the National Distribution Conference, in having the standardized classifications adopted by all possible lines of business. Hence, it is probable that in the near future it will be possible for those in search of information to inspect the classifications of directories from all parts of the country and find the data sought under the same classification in each instance.

#### C. K. Hart with Sheaffer Pen Company

Carl K. Hart has joined the W. A. Sheaffer Pen Company, Fort Madison, Iowa, in charge of advertising and sales promotion. He was recently assistant advertising manager in charge of sales promotion of the Miller Rubber Company, Akron, Ohio, and formerly was advertising manager of The Diamond Chain Company, Indianapolis.

#### H. L. Shontz Buys Bus Line

H. L. Shontz, formerly advertising manager for John Lucas & Co., Inc., manufacturer of paints and varnishes, Philadelphia, has bought and will operate a bus line between Philadelphia and Norristown.

#### Chappelow and Adamars Agencies Merged

The Chappelow Advertising Company, St. Louis, has absorbed The Adamars Company, advertising agency, of that city. The direct-mail advertising activities of The Adamars Company will be continued.

Elmer Marschuetz remains as president of the Adamars agency and, in addition becomes vice-president of the Chappelow agency. Allen F. Bishop has been appointed vice-president and general manager of the Adamars agency. He was recently with A. F. Bishop & Associates, advertising agency, and was formerly vice-president of The Mangen Printing Company.

#### Allied Millinery Industries to Advertise

The Allied Millinery Industries of Chicago have appointed a committee to advertise the importance of Chicago as a millinery market to the retail trade. J. M. Jogl, of the Chicago Mercantile Company, is chairman. Other members are: F. O. Ebeling, Gage Brothers; W. J. Dick, D. B. Fisk & Company; S. Cone, Rainbo Hat Company, and S. Oppenheim, Oppie Hat Company. It is planned to use business papers and direct-mail advertising. direct-mail advertising.

#### Appoints Frank B. White Agency

The American Scientific Laboratories, Chicago, has appointed the Frank B. White Company, agricultural advertising service, as sales and advertising counsel. Poultry, farm-paper and direct mail advertising will be used for this account.

#### Bottled Water Account for M. P. Gould Agency

The Saratoga States Water Corpora-tion, New York, bottled Saratoga Springs water, has appointed the M. P. Gould Company, New York advertising agency, to direct its advertising ac-count after January 1.

#### W. S. Etheridge with Hamilton-Beach Company

W. S. Etheridge, recently assistant sales manager of the Edison Electric Appliance Company, Chicago, has been appointed general sales manager of the Hamilton-Beach Manufacturing Com-pany, Racine, Wis., electric appliances.

#### T. M. Dillon Joins Hood Rubber

Thomas M. Dillon has become associated with the Hood Rubber Products Company, Watertown, Mass., in charge of production. He was formerly an account executive with the O'Connell-Ingalis Advertising Agency, Boston.



Last week we told you of the Item-Tribune combination's tremendous gain in lineage up to December 1 of this year. And we're still climbing!

Advertising Lineage GAIN
To December 1st
5.646.250

GAIN to December 16th 6,174,172

Circulation

Weekday average for 6 months ending Sept. 30 91.515

> NOW Guaranteeing 95,000

The rate is 20c a line, for morning coverage, evening coverage.—COMPLETE coverage.

IN NEW ORLEANS IT IS THE ITEM-TRIBUNE

Them Orleans ' Item-Tribune

#### Irvin Cobb Gets Instructions on Copy Writing

A FEW months ago, I took a contract to write a series of advertisements for the American Tobacco Company.\* I called at the offices of the company and had what are called the ethics and rules of the game, the code which governs the promulgation of publicity by that institution, explained

What the heads of that business said to me, in brief, was this: "Do not say, in what you write, that our product is the best that was ever made. Say it is as good as we know how to make and as honest. Do not say that our competitor does not make as good wares as we do. Say, merely, that we are trying to make ours a little better.

"Do not say anything that you would not say to a friend if he asked your honest advice regard-ing the merits of the particular wares which we manufacture. In other words, just be on the level."

Now they say that every institution which succeeds is but the lengthened shadow of an individual, and I believe that. believe that the American Tobacco Company, to make the example concrete and personal, is today the elongated shadow of that great captain of finance and giant of industry, the late Percy Hill. I believe that what they told me at that office was characteristic of him and of Charley Penn, the vice-president, and of Mr. Harwood, the advertising manager, and of every man who has a voice in the policy of that institution.

But I do not think that that concern is at all exceptional. I believe, rather, it is but typical of the average big business concern in America today. I believe the com-mon code of honor, which now prevails in commercial dealings

throughout the English-speaking world, was due originally, and I am not trying to soft soap you, was due originally to the attitude taken years ago by reputable advertising agencies and reputable journals of this country and Great Britain

Business today is honest and the advertising man of today is the honest mouthpiece of honest business wherever our tongue is It is an absolute fact, spoken. today, that no reputable business concern will permit false or misleading advertisements of its wares to be given out. No reputable advertising agency will handle them. No reputable magazine or news-paper or periodical will handle or knowingly print an advertisement which is false and mislead-

believe that a large measure of the prosperity which we are enjoying in this country is due to the fact that readers, which means patrons, which means buyers, which means the public, believe what they read in the printed word about the merits of goods that are advertised and are, therefore, the more willing to purchase them.

Because I do believe this, I am proud to be enrolled as a humble

novitiate in the ranks of the advertising men of America,

#### R. H. Meade, Vice-President of Redfield Agency

Ralph H. Meade has joined the Red-field Advertising Agency, New York, as vice-president. He has been advertising manager of the Adler Manufacturing Company, Inc., Adler-Royal phonographs and radio apparatus. Prior to that time he had been advertising manager of the Sonora Phonograph Company. Frank A. Farnham, formerly of

Frank A. Farnham, formerly of Frank Seaman, Inc., also has joined the Redfield agency, as copy and plan chief.

#### Louis Dejonge & Company Appoints C. E. Dunbar

Charles E. Dunbar has been appointed general sales manager of Louis Dejonge & Company, New York, paper manufacturers. He succeeds Herman C. Neblung, who is going to the Pacific Coast to manage a new office which is to be opened in San Francisco. Mr. Dunbar had been director of sales of Johnson-Cowdin-Emmerich, Inc.

York, on December 15.

\*This campaign was described in the August 27, 1925, issue of PRINTERS' INK on page 10.

From an address by Irvin S. Cobb be-fore a meeting of the Sphinx Club, New



In the thick of business action

210,000 men at the Top

steady pressure where it counts most

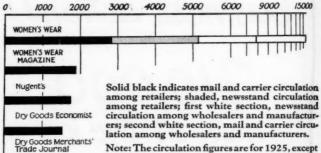
NATIONS
BUSINESS

Washington

i

### Women's Wear's dominance Reflects its supremacy

Circulation in the State of New York of non-regional trade papers in the field of Women's apparel and kindred industries



Note: The circulation figures are for 1925, except in the case of Nugent's, the latest available figures for which are those of 1923.

### Some Plain Facts

New York City is to American production and marketing of women's apparel and accessories what Washington, D.C., is to the government of the United States.

Department store and women's specialty shop buyers come to the New York market from all over the country anywhere from four to 52 times a year.

Every large and medium-size store—and very many small ones—is continuously represented by resident buyers in New York City. Their annual business in women's apparel and accessories is colossal. One relatively small group of resident buyers reports purchases last year totalling \$100,000,000.

The great department store syndicates and specialty shop chains have their headquarters and buying offices in New York City.

New York City is the greatest consumer market in the world.

ce

CV

rs

## in New York City and State throughout the country

COMPARE WOMEN'S WEAR (Daily) with the publications nearest to it in frequency of issue —Nugent's and the Dry Goods Economist, both weeklies.

WOMEN'S WEAR has a retail circulation in New York State of 5,151—2,825 of it by mail and carrier, 2,326 through the newsstands.

In New York City alone WOMEN'S WEAR has a total retail circulation of 4,399—2,283 by mail and carrier and 2,116 through the newsstands.

Both Nugent's and the Dry Goods Economist have some circulation among wholesalers and manufacturers. But consider their ENTIRE circulation as retail. The following comparisons appear:

The RETAIL circulation of WOMEN'S WEAR in New York City ALONE is more than twice the total circulation of Nugent's in the ENTIRE state including New York City—4,399 to 1,749.

The RETAIL circulation of WOMEN'S WEAR in New York City ALONE is nearly three times the total circulation of the Dry Goods Economist in the ENTIRE state including New York City—4,399 to 1,554.

The RETAIL circulation of WOMEN'S WEAR in New York City ALONE is greater by 1,096 copies EVERY DAY than the total combined WEEKLY circulation of Nugent's and the Dry Goods Economist in the ENTIRE state, including New York City—4,399 to 3,303.

### **FAIRCHILD PUBLICATIONS**

Women's Wear (daily) Daily News Record Women's Wear Magazine Men's Wear Fairchild's International Fairchild's Directories

8 EAST 13th STREET

**NEW YORK** 

Every New York morning newspaper of standard size gained in automotive advertising lineage during the first 11 months of 1925

but . . .

the gain of the New York Herald Tribune in automotive advertising lineage for 11 months in 1925 exceeded the gains of all the other New York morning newspapers...combined!

# New York Herald Tribune

Substantial Circulation . . . Substantial Result

### How Principles from Other Industries Build Bigger Sales

The President of a Tea Company Tells Two of Many Ideas Suggested from a Study of Business in Other Lines

#### By J. W. O'Mahoney

President, The Tao Tea Company, Inc.

BUSINESSES are entirely different, but principles are the same. It has always been my idea that a plan which would work in one line of industry may, with proper application, be made to pay dividends in one which looks to-tally different. That is one reason why PRINTERS' INK, which con-tains so many worth-while ideas in all lines of industry, has always been as essential to me in busi-

ness as a telephone.

One of the things which every product sold through retailers must have is a definite destination. Every manufacturer has an objective, or more than one. Certainly, one of them is the desire to put his product in the consumer's hands at the least possible price. He must depend upon his own ideas, his product, and the help of both job-bers and retailers if he uses that method of distribution. To have these men help him move the product from his factory into the consumer's home, he must give them both an adequate profit. The retailer has too many items to ask him to push one certain brand because the manufacturer would like to have him. He is in business to make a profit. The same apto make a profit. plies to the jobber.

When I came into the tea business, I had the objective close to my mind of getting our product, a tea ball, into the consumer's hands at as low a price as is pos-sible. In our business, at that time, there were two packages— one tin contained ten balls, enough for the average family for ten days, and the other contained twenty balls, enough for the average family for twenty days. I started to study the two packages and wondered, "why the twenty-ball tin." The smaller packages sold for twenty-five cents and

double the size for fifty. seemed to me no incentive for the consumer to buy the larger size. It seemed to me we ought either to cut out the twenty-ball size or go the whole way and do some-thing to make it profitable to the consumer to buy it. Just about that time, I received from a totally different industry

one of the ideas I was able to apply in my own. It came from studying the oil I bought for my motor car. Up to the time I moved, out of the city, I bought it from a garage and was willing to pay for, the service for putting it in. But when I put my car in my own garage I became conscious of the money I had been wasting all those years. Out in my own back yard I was closer to it, more conscious of the expenditure. About then the advertising for Gargoyle Motor Oil, which I had been noticing for a long while, began to seep into my consciousness. may interest this manufacturer to know that it was his chart which finally got me. I looked down among the names of the cars and was tickled when I saw mine there.

#### HIS FIRST PURCHASE

The next time I went out to get oil I asked the garage man if he had Gargoyle. He did. I bought a gallon can for \$1.35, as I re-member it. When that was gone I bought another and still another. Pretty soon I had a whole bunch of empty tin cans lying around my garage. Then, I became conscious of quite an investment in tin cans. The next time I passed the service station I asked the man there whether they were worth anything to him. I didn't want them cluttering up my place. "Sure," he said, "I'll give you ten cents apiece for them. People

often run out of gas up the road and I can send them up a gallon. Sometimes I sell a gallon of gas to a motor-boat man."

I brought in my tin cans and received ten cents apiece for them, which made the gallons of oil I had bought up to that time net me \$1.25 apiece. I didn't want to ac-

cumulate tin cans so quickly again, so I asked him for a larger size. "Sure," he said, "I'll sell you a five-gallon can and it will cost you that way only ninety-five cents a gallon." Again I went through the same experience. Pretty soon I had two or three empty fivegallon cans and this size he couldn't use, so there was no comeback on it. Still he showed me how to save some money. The next time, in talking the matter over with him and wanting, as every consumer does, to get the same product at as low a price as possible, I was asked: "Why not let me put in a big fifteen-gallon container, fill it up for you and when it is empty I will bring another around? It will cost you that way only

ninety cents a gallon."

So I finally got the product I liked at the cheapest possible price, coming down from \$1.35 to ninety cents. Then I was finally sold. A competitor coming along with a cheaper product wouldn't have interested

me. I had found the way to get the most for my money and that is the time when the consumer, I believe, is finally sold, no matter what the product may be

what the product may be.

When I applied the principle to our own business I decided it was time we added more packages or cut out one. There was no inducement to buy the large one. At the twenty-five-cent price for the small container, tea balls cost two and one-half cents. The consumer who bought the twenty-ball

tins paid two and one-half cents also and invested fifty cents. It was up to me, if I was to operate on the principle I appreciated in another man's product, to reprice my own to the retailer so that the twenty-ball tin could sell at forty-five cents. Then I would be able to say to the consumer: "You



NEWSPAPER COPY WHICH MAKES A STRONG APPEAL TO ONE'S SENSE OF ECONOMY

can get twice the quantity at five cents less."

When we did this, we put an adequate amount of advertising behind the new idea and it certainly started to go. Sales soon ran up to a proportion of two to one against the ten-ball package in old territories; not so great an increase in the new. Then I again went back to my own experience with the oil producer. I still didn't have enough choice so that the consumer could do what I

### Space Buyers Attention-

The Miami Herald leads the second paper

# 69% in TOILET GOODS 18% in WOMEN'S WEAR

for eleven months ending November 30, 1925

The comparative figures shown below indicate a decided preference for The Miami Herald by advertisers of these two very important classifications—more proof of Herald continuous leadership in Miami and Lower East Coast Territory.

#### TOILET GOODS

THE M	HAMI	H	ER	A	L	D		 	. 79,975	Lines
Second	Paper							 	.24,003	66
TT 11									FF 070	T .

#### WOMEN'S WEAR

THE MIAMI HERALD	.378,819	Lines
Second Paper	.320,348	44
Herald Lead	58,471	Lines



"Florida's Most Important Newspaper" FRANK B. SHUTTS, Publisher

had been able to do with the oil. It seemed logical to me to bring out a big fifty-ball tin, enough for the average family for almost two months. I wanted to sell them tea, not to make the consumers conscious of a whole lot of empty cans around. But when I came to the bigger size I was up against some real trouble. I suppose many a manufacturer has been stopped from bringing out a new product, repricing his old one, or adopting a new sales policy because many people told him it couldn't be done. "It is entirely contrary to the habits of the people," somebody might say, "and you can't change the habits of the American people. Beside the usual discouragement, I was told that the thing had been tried out several times and found to be no good. But I was firmly of the opinion that if you let your consumers make a real saving when they are asked to tie up more money in your product, it will go. Give them a real objective and the objections won't hold

But when I started to analyze the previous experiences of the \$1 tea package I found that the public hadn't been given a real in-ducement to buy. The tea was priced at twenty-five cents for a quarter of a pound; the pound size was \$1. No salesman ever made a sale to a prospect, and no manufacturer ever sold a retailer a new product merely because he wanted an order, I thought I would try the experiment of thinking of the consumer's desire instead of my own. Therefore, we priced the new caddy at \$1 and gave them fifty tea balls, or two cents apiece instead of two and one-half cents for the ten balls, and two and one-quarter cents for the twenty balls. I gave them a reason. The reason was another quarter of a cent saving.

And still thinking about my own investment in tin cans, I tried to make the big fifty-ball caddy of real use after it was empty. A woman could use it for rice, brown sugar and other products in her pantry. Still, I wasn't satisfied with that. I remembered how long it took me to become

finally sold on the oil when I was getting at the lowest possible price a product which had served me well.

#### MR. COLGATE FURNISHES AN IDEA

So just about this time I got an idea from another business. This time it was the shaving-stick business and Mr. Colgate of Jer-sey City handed it to me. I bought a shaving stick in the holder for thirty-five cents. The next time. I didn't need the holder but I needed another stick of soap, so I was able to buy a refill for a quarter. It seemed to me like the next logical step in our own business. People who had invested some money in our tin cans and who weren't using them for other purposes and who wanted still more of our tea were going to be able to get it on the refill principle. After some experimenting and a whole lot of hard work, we managed to perfect a refill for our product. This took the form of a strong ribbed bag lined with glassine and well sealed. which we were able to sell for ninety-two cents. Again, we offered the consumer of our product a real saving. He or she could buy the refill, put it into the tea caddy which held fifty balls and get it for eight cents cheaper than was paid in the first place.

A consumer, in other words, will always step himself up in his purchases if sufficient inducement is there. I think the same principle applies in every line of business. It certainly works out well in ours. The \$1 package of tea in ours. The \$1 parage, which "couldn't be sold," 25 proved by the experiences of other men in the past, needed a new idea. I had to give the consumer a real inducement to buy. I also had to give the retailer one. I didn't know any better way than that so often suggested by PRINT-ERS' INK of getting out in the retailer's store myself and investigating.

I went into the local retailers to look for a service I could render. I wanted the service a little bit different from loading him up with a ton or so of advertising

(Continued on page 85)

A

#### Jersey towns during the trop ocching winter. 1, CK Congested Streets Driving People Into vet to revise the Trolley Cars vbs boog 01 al The increasing ruse of trollevicars by the public is verified by the answers to questionnaires sent out to several of the T largest cities in the United States, act cording to the Pennsylvania Public Ser-J 1 vice Information Committee. w Figures show that 90 to 95 per cent. 1 De of all the people who live in those cities t hi use street cars. 18 Inquiries in twenty-one principal cities—over 25.000 busy people taking the trouble to report—show that 80 per M 8 cent. of motor.sts ride on the street e In five of the largest pi cars regularly. t cities 75 per cent. of the owners of n high-grade automobiles used street cars be r an average of twenty-eight times a . lir month. il SI More people are riding the street 3. su cars today than ever.

(From "Philadelphia Inquirer," November 19, 1925)

#### From Wall Street Journal, December 19, 1925:

Chicago Surface Lines report 3,505 cars out of 3,540 owned in service. November established record with total of 226,788,880 car rides, increase of 6,248,609 over November, 1924. December 12 set daily record with 4,867,279 rides.

# What is

SPEAKING for trade-marked products, I say that good advertising is simply the delivery of favorable impressions. When your Newspaper, Magazine, Poster, or Street Car advertisement has been read, what have you delivered at best?

Only another favorable impression for your product.

If a woman bought a package of Lux or a cake of Ivory Soap every time she saw one of their advertisements, she would have a bigger supply than the average retail grocer. Constant advertising repetition ultimately makes the sale but no national advertisement hypnotizes a woman to rush out for more soap, or beans, or more of any other staple which she has in her cupboard.

Manufacturers give a lot of thought to the different forms of advertising, but the consumers are absolutely unconscious of them. In other words, the purpose of advertising is not to impress the medium on the consumer's mind, but to impress the product. And most consumers do not know, nor is it necessary that they know, where they saw the advertising.

If you are a commuter and ride on the same train every day, you become so accustomed to seeing the faces of other commuters that, after a month or two, when you meet them elsewhere, you bow or speak to them before you realize that you have never been introduced.

That comes from the delivery of impressions daily!

The great advantage of the impressions created by Street Car advertising is the fact that they are delivered to the same people every day, sometimes two or three times a day, and it is the preponderance of impressions delivered for a trade-marked product that

# Avertising?

makes the consumer feel more friendly to it than to a competitive brand, the advertising of which is not continuously displayed.

The street cars average 43,000,000 riders daily.

If you think there is any real difference in the quality of Street Car, Newspaper, or Magazine circulation, please ask and answer the following questions—

How much circulation would remain to the New York Times, the Chicago Tribune, the Boston Post, or any other newspaper of large circulation if the Street Car riders discontinued it?

How much circulation would remain to any weekly or monthly publication of large circulation if the Street Car riders of the United States discontinued it?

Twelve inches of space, daily, in one leading newspaper of the State of Pennsylvania, or New York, or Ohio, or any other State, costs as much as a card continuously displayed in every Street Car of the entire State.

One black page weekly in the Saturday Evening Post costs more than half service of all the Street Car, Subway and Elevated lines in the United States for an entire year.

Harward

National Advertising Manager.

STREET RAILWAYS ADVERTISING CO.



Look at the editorial pages of the newspapers. Read the "Letters from the People." Hear what leading citizens say is the chief problem of New York and Norfolk, Chicago and Covington, Detroit and Des Moines. Better transportation—faster transportation—such is the cry from everywhere.

When it comes to moving masses—to carrying whole cities to and from their work—electric vehicles—trains, elevateds, street cars—stand preeminent.

The growth in the number of street car riders during recent years proves the truth of this statement. 1923 was the banner year for new automobile registrations in this country. Yet, in that same year, the street cars carried more people than ever before in the history of the country. In 1924 they hauled within one per cent of the record figure of 1923.

WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY
BAST PITTSBURGH, PA.

# Westinghouse

- Underlined by Street Railings asty lon

matter. I knew from my talks with retailers that they will always ask for all the advertising help they can get, but most of them have a paper baler in the back room and that's where some of the advertising help goes. It happened to be near the holidays. I asked the grocer what profit he made on the Christmas trees I saw out in front. He told me he marked them up 50 per cent, but by the time some had been left over and had been burned up by the boys in the neighborhood his profit went up in the bonfire. He said that of the hundred metal stands he bought for the Christmas trees, sixty had been sold and he had forty left to rust in his cellar during the rest of the year and his profit on those went up in rust. When I asked my retailer what else he did to get his share of Christmas business, I found he didn't do much. There was my chance for service.

"Many charge accounts?" I asked that retailer. "Lots of them, \$2,400 outstanding due me now," he answered. He agreed with me that many a customer who owed him money went by on Christmas Eve loaded with unsatisfactory items for which he had paid cash. I proved to him that some of it was his money. It was getting away from him be-cause he didn't fight. The old answer that his merchandise didn't fall in the gift class was one I didn't believe. There was my chance to put over the service.
"We'll just make it fall in the gift class," I said.

I went around the corner to the hardware store and bought three baskets: went to a notion store and got ten yards of cheap red ribbon and came back. green paper, a big, red bow and they were ready. I went to the shelf. Here goes a \$1 caddy of Tao Tea. Here's some English Chutney on the shelf, \$1.65. It doesn't move. That goes in, too. Many another good item which he called a "pup" because it was a little higher in price than he had been accustomed to, went into the basket. Green olives in a big package for seventy-five cents.

Another fine product from up here on the shelf, an English Plum Pudding, and before long we had filled the basket with good merchandise, just as much in the gift class as umbrellas or neck-ties. We priced the baskets at \$3.50, \$4 and \$5. Then we fixed a little sign for the basket saying that it was a good gift, a fine thing to give to a sick friend, a poor family or somebody else. That retailer sold a bunch of baskets. Every one that we made up we moved out. He took in several hundred dollars that otherwise would never have come in his front door. And we sold twenty of the \$1 packages of Tao Out of that twenty, we established six new users.

#### USED BROADSIDES

That grocer is now one of our big buyers. So last year we got out broadsides, backed up the \$1 package with adequate advertising and an idea which had worked in my own local retailer's store. We also said: "If you will place more business with us this year we will give you a present. If you will buy during a certain period, a certain amount of merchandise we will give you one package free. Ring up the sale on "your cash register," we told him, and say 'Merry Christmas from the Tao Tea Company.'"

From the broadside, the idea, and some advertising, we secured throughout all New England, New York and Philadelphia and other sections, 75 per cent distribution on our \$1 package in five weeks. During the month of November, this year, the \$1 caddy that they said couldn't be sold, represented 41 per cent of our total production. Applying the same principle of giving the final buyer of the product all you can possibly give him in the way of value by letting him step himself up when an inducement is offered, to the retailer and the jobber, we have induced them both not to lay down and take a licking at Christmas time. Our salesmen buy baskets and go in and help the retailer fix them up from his own shelves and showcases. They all

want to be taught to fight and we

try to help them. And right here I would like to make a statement about what some jobbers in many lines, I suppose, do. I know a few of them do it in the grocery field. They load a dealer up with buckets of hard candy and try to make him compete on items foreign to him with highly efficient chain candy stores and other men in the candy busi-ness. What is the result? He is loaded up and his credit is overloaded, too. If he wants to buy some essential stuff the credit man says he is up to his limit, so he goes to some other wholesaler. That policy of loading a man up without helping him resell, results in a lot of wholesalers merely swapping accounts around Christmas time. Every wholesaler and manufacturer ought to teach the salesmen to move, not to dump. Our salesmen now go into retail stores where the \$1 caddy is stores where the \$1 caddy is stocked, show the dealer how to build a pyramid of them, get a cloth, polish the goods, tie the ribbon, show the clerks how to sell them, and take other merchandise and pyramid that, too,

if permitted. My conclusion is that a manufacturer with a new idea, a new product or the thought of a new price should never be discouraged by advice that it has never been done before, or that it has failed, that it is contrary to habit or custom, and above all that there is no demand for it. Price it right, tie on a ribbon or add some sales idea to the product, and re-sults show. During the year the \$1 caddy, based upon an experience with motor oil and the refill based upon an experience with a shaving soap manufacturer, represents 25 per cent of our volume and during the holidays it jumps up to between 41 per cent and 45 per cent of our total vol-Of course, with the price right, with the idea added to the manufacturer merchandise, the must go to the bat and back up his new idea. We have put adequate advertising behind the new idea and the new price. Give the consumers a real reason, hold out

a real inducement, show the jobber and the retailer why the new product is good for him and anything with real merit can, I think, be sold successfully, though without the idea and with a different price it may have failed previously.

#### Christmas Shopping Recipe Advertised

Aunt Prue's recipe for Christmas shopping plays a prominent part in the newspaper advertising of Lewis & Con-ger, New York, household articles. The admonishing finger of an old-fashioned, elderly woman arrests the reader's at-tention. It's Aunt Prue, and she is

tention. It's Aunt Prue, and she is speaking.
"First," says Aunt Prue, "you put down the names of the people that you want to give gifts to. Then add slowly the names of those that you knue to give gifts to. Proceed on foot or by your favorite method of locomotion to Lewis & Conger."

Arriving at the store, the reader is advised to walk slowly through it, look carefully at the goods, and check off the names as he sees suitable gifts.

To the right of this copy are squares which alternate with a picture of a gift, and a description of its uses.

#### Robert Graham Elected by Dodge Brothers

Robert Graham has been elected vice-president and general sales manager of Dodge Brothers, Inc., Detroit. He for-merly held a similar position with Gra-ham Brothers, recently acquired by Dodge Brothers, John R. Lee, who has been assistant to the president of Dodge Brothers, Inc., was made as-sistant general sales manager.

#### Kansas City Papers Appoint Lorenzen & Thompson

The Kansas City, Mo., Journal and Post, daily and Sunday, and the Weekly Journal, of that city, have appointed Lorenzen & Thompson, Inc., publishers' representatives, as national advertising representatives.

### "Radio Digest" Appoints

A. F. George

A. F. George

Andrew Foster George as its Eastern representative with headquarters at New York. He was formerly will head the Radio Manufacturers' Show Association.

#### H. B. Stearns with Pedlar & Ryan

Howard Bucknell Stearns has joined Pedlar & Ryan, Inc., New York adver-tising agency, as an account executive. He was formerly with Barton, Durstine & Osborn.

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### NATIONAL FRUIT FLAVOR COMPANY

IRA B HARKEY PRESIDENT VIRGIL BROWNE VICE PRES



CABLE ADDRESS

NEW ORLEANS, U.S.A.

September 1, 1925,

The Arizona Republican Phoenix, Arizona.

Gentlemen: -

We wish to thank you for the excellent way in which you have cooperated with our local bottler in making the advertising of Squeeze more productive in your paper than it otherwise would have been.

Er. Forin states that the window display of Equeeze was even more attractive than the photograph which you sent us shows it to be. He also called our attention to the fact that this window is located in the very hub of business activity in Phoenix. We expect to reproduce the photograph in our house organ next month and will send you a copy of it.

The diplomatic way in which you handled the difficulties arising at the start of the schedule that reacted so favorably to our bottler and ourselves was service of the first degree.

Again, accept our thanks.

Very truly yours,

NATIONAL FRUIT FLAVOR COMPANY, INC.

ADVERTISING MANAGER.

HRICB/EGB

#### Bill Would Control Broadcast Advertising

Washington Bureau of PRINTERS' INK

DURING the last session of Congress, legislation on radio regulation was deferred at the request of the Department of Commerce. The other day, Congressman Wallace White, of Maine, introduced a bill in the House which, it is understood, has the complete, though unofficial, approval of the department.

The bill requires the identification of broadcast advertising with the following provision:

All matters broadcasted by any radio station for which service, money, or any other valuable consideration is directly or indirectly paid or promised to or charged or accepted by, the stations so broadcasting, shall be announced as "advertising" at the time the same is so broadcasting, the time the same is so broadcasted. Provided, That when the advertisement or publicity sought consists solely of the announcement of the name, business, and address of the person, firm, company, or corporation paying for the feature broadcasted it shall be sufficient to announce that such feature is "paid for or furnished by" such person, firm company, or corporation.

It is expected that this provision will prevent misrepresentation of advertising material, and that it will allow for a consolidation of broadcasting stations, since it does not give the owner of a station an advantage over those who pay the owner for the privilege of broadcasting. With the number of wave bands limited, it is the desire of the Department of Commerce not to place a premium on the owned station, thereby increasing the demand for Undoubtedly, in wave lengths. framing the advertising provision, Mr. White has taken this into consideration, and has drawn a definite line between indirect and direct broadcast advertising.

The bill covers in detail the classification of radio stations, their licensing, the assignment of bands of frequencies, the licensing of operators, and all other important factors. It places the control of radio communications with the

Secretary of Commerce, reaffirms that the ether, within the limits of the United States, its territories and possessions, is the inalienable possession of the people thereof, and that its use in interstate and foreign commerce is conferred upon the Congress of the United States by the Federal Constitution.

A National Radio Commission is also provided for, to consist of nine members, to be appointed by the President, one of whom the President shall designate as chairman. The bill provides that the first meeting of the Commission shall he held in the city of Washington at such time as the chairman may fix, and that thereafter, whenever the Secretary of Commerce desires to refer to the Commission for its decision concerning any matter which is authorized to be submitted, he may call meetings at such places in the United States and at such times as he may deem proper.

The day after the introduction of Mr. White's bill in the House, Senator Dill introduced a similar bill in the Senate. The Dill bill follows very closely the White bill with the exception of several deletions, and shows very plainly that it was copied in the main from the former measure. This bill ignores the advertising provision of Mr. White's bill, and appears to take issue with any attempt to identify advertising.

#### Chicago Representatives Elect J. J. McConnell

J. J. McConnell, of J. P. McKinney & Son, was elected president of the Newspaper Representatives' Association of Chicago at its annual meeting, which was held last week. Other officers elected were: George Noee, Cone, Rothenburg & Noee, vice-president; Berry Stevens, Howland & Howland, secretary, and H. E. Scheerer, treasurer. F. E. Crawford, T. L. J. Klapp and W. H. Stockwell are members of the board of directors.

#### Yarn Account for Philadelphia Agency

Thomas Henry & Sons, Inc., Philadelphia, manufacturer of Merion yarns, has placed its advertising account with The Merad Company, advertising agency of that city. Business papers and direct mail will be used for this account. None of the "Class A" markets are one paper towns—though many little places may be—Greater Detroit, with more than 1,400,000 people, requires both evening newspapers and two of its three Sunday's.

### The Detroit Times

Evening—225,000 Sunday—300,000



### Is Your Advertising Yours?

You have a personality.

Your company has a personality.

People who buy your goods gradually come to picture that personality when they see your goods.

If they don't visualize that individuality they soon stop buying your goods.

When you put on your hat or overcoat, when you step into your car, when you buy a collar, when you smoke a cigar, a cigarette, a pipe, or drink a cup of tea, your mind pictures somebody—

Somebody, a personality, an individuality, which you yourself have built up as that of the firm that produced the hat, the overcoat, the collar, the car.

Is your advertising putting the personality of your institution into the minds of the people?

### Is it Selling Your Goods!

Is your advertising so good that, even if your name were taken out of it and that of your biggest competitor substituted, it would still advertise you?

Is your advertising the kind that will not fit any other concern than yours?

Is your advertising yours?

Or is it just so many words, interesting enough, grammatical enough, sensible enough—but just so many words that anybody else in your line could use just as profitably?

Look at the Goodrich Zipper Boot advertising, the Silvertown Cord Tires, Buckingham Tobacco, Pall Mall Cigarettes, Sweet Caporal Cigarettes, Hollywood-by-the-Sea (newspapers), Lipton's Teas, DeForest Radio, Roper Gas Ranges, Tyrell Institute, Marvel Co., Rimmel Perfumes advertising.

Or look at the advertising of any other of our customers.

There isn't a line, or a slogan, or a paragraph, or a picture in any of them that doesn't belong there.

It is their own advertisement. It is themselves in print.

That's why they succeed. That's why we succeed.

HUNDREDS of business men have spoken to us about our own advertisements.

We have plenty of competition—good competition. We respect it, just as you respect your good competitors.

But we venture to say that if one of our competitors ran an advertisement exactly like this one—(which they would not do, being competitors with good judgment)—it would advertise us to you.

We are working for ourselves just as we work for our customers.

Our field is greatly limited. Our work requires thought as well as effort. We add new talent as rapidly as we grow up to the volume that justifies it, but our rule is to take care of what we have and to take care of it as though it were all we ever were going to have.

Ten to one that is your rule, too.

We know that advertising will sell a product, because this advertising of ours sells our services to advertisers and prospective advertisers.

We depend entirely upon advertising and the work we do for our present customers to bring us new customers.

We have no salesmen.

In nineteen twenty-five we produced more unusual and successful campaigns for our customers than in any year since 1899.

The reason was that we have now main offices in both New York and Chicago, both equally well equipped to act independently—yet knitted together so that all of our customers benefit.

And Branch offices as shown below which make our services and sources of information both local as well as National.

We would like to get in touch with advertisers interested in the kind of advertising described in this advertisement. Write or telephone Murray Hill 9300.

# WM. H. RANKIN COMPANY Advertising Established 1870

Main Offices: 342 Madison Ave., New York Tribune Tower, Chicago

74 New Montgomery Street SAN FRANCISCO Peoples Savings Bank Bldg. AKRON Bankers Trust Bldg. PHILADELPHIA 32 Front Street TORONTO

### Another Record Broken

The last outstanding record of The Birmingham News that has not been broken during 1925 was smashed Sunday when the total volume of paid advertising carried exceeded the volume published in any single previous issue by 938 inches, and showing a gain of 2,027 inches over the corresponding Sunday in 1924. The record was held previously by Sunday, December 9, 1923, when 10,750 inches of paid advertising was printed in The News. The total volume of paid advertising printed Sunday, December 13, 1925, was:

### 11,688 Inches

In addition to this wonderful advertising record, the total net paid circulation of the Sunday edition of The Birmingham News was the largest ever achieved in the month of December. The comparison with Sunday, December 14, 1924, the corresponding Sunday last year, shows a net gain of 1,068, distributed over city, suburban and country circulation, as follows:

	Sunday Dec. 14, 1924	Sunday Dec. 13, 1925	Gain
City	49,365	49,914	549
Suburban .	15,901	16,178	277
Country	24,083	24,325	242
Total	89,349	90.417	1.068

The Total Net Paid Circulation of The News For Sunday, Dec. 13, 1925, Was:

90,417

Such a record in circulation could only have been made by the continuous improvement of The News as a newspaper, and such a record in advertising could only have been achieved by the continuously increasing result-producing qualities of The News. The prestige of the paper, its enormous circulation, the confidence of its readers in the paper and their splendid buying power-all together combined to produce this record.

# The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

Has No Records to Break But Its Own

NATIONAL REPRESENTATIVES

KELLY-SMITH CO.

New York Chicago

Boston

Philadelphia

I. C. HARRIS IR. Atlanta

### Halitosis, Whiskers and White Collars—Sixty Years Ago

Advertising Columns of "Harper's Weekly" of 1864 Show Progenitors of Several Present-Day Advertisers

#### By Roland Cole

THAT the advertising of sixty years ago should be found to contain anything that has a relationship to advertising of the present day is, to put it as mildly as we may, surprising. The status of advertising in 1864 and the

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1925 are generally supposed to be exact opposites. To be an advertiser in the benighted period of 1864, was to be considered a sort of Pariah -not a social outcast exactly, but rather low in the scale, such as an associate of mountebanks and quacks. In the en-lightened era of 1925 an advertiser is entitled to glow with the pride of successful accomplishment and to have much honor among men, that is among men who appreciate the power advertising has come to be as a business force.

Now that is a popular misconception - at least so far as the status of the advertiser of 1864 is concerned, as a look back to that faraway time will quickly prove. For the advertiser of 1864 was anything but a Pariah, if one may judge of his works by what his descendants of the present day think of them, evidenced by the way in which the advertiser of 1925 has appropriated some of the ideas

of 1864. To wit:
Recently, I happened to come across a bound volume of Harper's Weekly for the year 1864, that most disordered and chaotic year in the history of this

which looked good to the advertiser

country, when the editorial pages of the publication mentioned, from the beginning of the year until the end, were almost completely given over to description and illustration of the incidents of the Civil War. The advertising section of

#### A SWEET AND

### PERFUMED BREATH

VERSUS

#### A BAD BREATH.

What lady or gentleman would remain under the curse of a disagreeable breath, when, by using the

#### BALM OF 1000 FLOWERS.

it would be cured? How many lovers it has separated!!!
How many friends forever parted! The Surger is no DELICATE, your nearest friend will not mention; it; and you are yourself ignorant of the fact. To effect a radical cure, use the Balm as a tooth-wash night and morning.

#### The Balm of

#### THOUSAND FLOWERS

is a sweet and delightful preparation. It is composed of Palm-oil and Honey: hence the name. The most

#### BEAUTIFUL WOMEN

of ancient times used honey to beautify their complexion; but the combination with palm-oil and other valuable ingredients makes it still more valuable. For bathing suffering infants, a few drops poured into a basin of water will dispel all fever, tetter, &c. A few drops poured on your shaving-brush makes a beautiful soft lather, leaving the face pure and white.

When used for washing night and morning, it eradicates all Tan, Pimples, and Preckles, rendering the skin soft and white, and free from blemish.

Price 75 Cents. For sale by all Druggists.

IS THIS THE ORIGINAL HALITOSIS ADVERTISEMENT?

COMPARE IT WITH THE LISTERINE ADVERTISEMENT ON THE NEXT PAGE

that periodical naturally reflects the troubled condition of the country's business and some of the more pressing and unpleasant needs of the hour, such as advertisements of E. Remington & Sons, Ilion, N. Y., for "Army

and Navy Revolvers"; artificial legs; war map of Richmond and surrounding country; and "agents wanted to sell a splendid steel engraving of Abraham Lincoln." But in addition to a considerable number of advertisements of this nature there are a still larger number of a different sort, and among the latter group a few that may be said to be, well, not exactly reminiscent, but in a sense, prophetic, of some outstanding advertising campaigns of the immediate present.

A campaign now running is that of the Lambert Pharmacal Company on Listerine, chiefly notable because it has taken the word "halitosis" out of the hidden recesses of the dictionary and put it on the stage, in the homes and on the sidewalks of the country. Two recent pieces of copy will recall the campaign. One is a full page in color, a man and woman at a fancy dress party, and beneath the picture, the following:

"That luminous blonde is Gerald: very restful to the eye, isn't she?



HOW HALITOSIS IS ADVERTISED TODAY

Muriel: "Perhaps so! But have you noticed how seldom men ask her to

(Listerine used 38 mouth-wash quickly overcomes halitosis (unpleasant breath).) 2

Another is a page in black and white-society out-of-doors-with this conversation printed below:

"But what was the trouble Archie:

Arcine: But what was the trouble between them?"

Isabel: "Well, it was just one of those things that even your best friend won't talk to you about."

(Listerine used as a mouth-wash

quickly overcomes halitosis (unpleasant breath).)

In Harper's Weekly, of July 2, 1864, under the caption "A Sweet and Perfumed Breath versus a Bad Breath," ran the following copy:

What lady or gentleman would remain under the curse of a disagreeable breath, when by using the "Balm of 1000 Flowers," it would be cured? How many friends forever parted! The Nub-many friends forever parted! The Nubmany friends forever parted! The Subject is so Delicate, your nearest friend
will not mention it; and you are
yourself ignorant of the fact. To effect
a radical cure, use the Balm as a toothwash night and morning.

"The Balm of a Thousand Flowers"
is a sweet and delightful preparation. It
is composed of Palm-oil and Honey;
hence the name. The most beautiful
women of ancient times used honey to
beautiful this complexion, but the com-

beautify their complexion; but the com-bination with palm-oil and other valuable bination with palm-oil and other valuable ingredients makes it still more valuable. For bathing suffering infants, a few drops poured into a basin of water will dispel all fever, tetter, etc. A few drops poured on your shaving-brush makes a beautiful soft lather, leaving the face pure and white.

When used for washing night and morning, it eradicates all Tan, Pimples, and Frechles, rendering the skin soft and white, and free from blemish.

Price 75 cents. For sale by all druggists.

Not so bad, for sixty years ago. One thing the copy does which is still good form in advertising circles, is to enumerate extra uses.

The advertising of Colgate's shaving preparations during the past year has been distinctive among other shaving cream-sticksoap-powder advertising for one thing, i. e., for the amount of space it has given over to the caricaturing of whiskers. Whiskers haven't been popular for years, yet if there were no whiskers, where would the manufacturers of safety and other razors be, to say nothing of makers of shaving preparations? An industry has been built on the unpopular whisker, an industry that might

### "Changing the National Consciousness"

That is a big term—for a big thing. Mr. Richard Surrey, in the December 10th issue of Printers' Ink, tells in graphic style how it is being done.

"Child appeal." Reaching the parents through the children. That's the answer.

Henry Ford used two booklets-"The Land of Getwuntoo" and "The Way to Getwuntoo." The American Radiator Company sent out "Arcoland." All are written in clever rhyming fashion and illustrated in colors.

The same set of brains that produced these unique books is available to other national advertisers. Write or telephone to

### Charles Francis Press

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York

topple into nothingness should the whisker return to favor. What had the advertisers of 1864 to do with the present prosperity of Colgate, Gillette, AutoStrop, Palmolive, Williams, Mennen, and an unnumbered host of advertisers in the shave-yourself field, which includes everything from talcum powder to a new-fangled traveling kit for men and women?

Not one but a dozen advertisers, in 1864, offered preparations that would make whiskers grow. R. G. Graham, of 109 Nassau Street, New York, under the snappy cap-tion, "Do You Want Luxuriant Whiskers or Mustaches?" said: "My Onguent will force them to grow heavily in six weeks (upon

during the period of the Civil War? To name another example: The volume and quality of collar advertising during the present era is something to provoke wonder when one considers how inconsiderable a detail of male attire a collar is. The advertising cam-paigns of Cluett, Peabody & Company, George P. Ide & Company, Phillips-Jones Corporation, and

ter in the minds of the male popu-

lation a love for facial decoration

and who shall say that Colgate.

Gillette, et al., are now reaping to-

day the harvest of a whisker crop that was planted in the minds and faces of the youth of our country

others, have set new standards in advertising art and have put collars upon whole classes of the population which only a few years ago were collarless and careless thereof. Whence came this desire to be white-collared? Is it entirely the creation of present-day advertisers? The advertising pages of

New York, features his "Steel Collars, enameled white," as fol-

Harper's Weekly of the good year 1864 "says different." S. W. H. Ward, of 387 Broadway,

lows:

Having the appearance and comfort of linen, have been worn in England for the last two years in preference to any other collar, as they are readily cleaned in one minute with a sponge. To Military Men and Travelers they are invaluable

are invaluable. Price seventy-five cents each; sent by post to any part of the Union on the receipt of ninety cents.

Who can tell?—had it not been for the advertising of Hatch, Johnson & Co., 81 Devonshire Street, Boston, on their line of "Gray's Patent Molded Collars," perhaps the white collar vogue might never have received the impetus which has made it today one of the country's largest industries. The following advertisement tells a convincing story:

Gray's Patent Molded Collars have now been before the public for nearly a year. They are universally proa year. They are universally pro-nounced the neatest and best fitting collars extant.



The only enameled "Turn-over" Collar made in metals, Send \$1 00 for a "Turn-over," or 75 cents for a "Choker," to C. H. WELLING, 94 Pine Street, New York, and receive it by return mail.

THE ORIGINAL COLLAR ADVERTISEMENT

the smoothest face) without stain

or injury to the skin."

But A. C. Clark, of Albany, N. Y., was more specific. Besides, his caption, "Attention, Company!" had atmosphere and timeliness because the period was saturated with the military spirit. was his advertisement:

Clark's Onguent, a powerful stimu-Clark's Onguent, a powerful stimulant. Each packet guaranteed to produce a full set of whiskers or mustaches in six weeks upon the smoothest face without stain or injury to the skin. Any person using this Onguent, and finding it not as represented, by informing me of the fact, can have their money returned them at any time within three months from day of purchase. Price \$1. Sent sealed and postpaid to any address on seesiful of the money. on receipt of the money.

W. Philo, of Brooklyn, N. Y.-evidently a street address was considered unnecessary-advertised "Beautiful False Mustaches, 50 cents and \$1 each. Send stamp for circulars." So if the "Onguent" failed to do its work, one need not despair.

Thus, two groups of advertisers in 1864 labored assiduously to fos-

# "the latest style" in soup!



Every-issue Advertisers in Vanity Fair

Campbell's soup has tempted Vanity Fair readers with pages in 87 out of the last 91 issues. That is because women who read Vanity Fair are accustomed to buy for their tables whatever may please their taste.

# It Is An Old Truth That "Prosperity Follows the Plow"

And a generous proportion of this prosperity goes to the small town merchant, and the manufacturer whose goods he carries, plus a goodly share for the mail order advertiser.

The two great sources of supply for the farmer, his wife, his sons, daughters, and help are the small town stores and the large mail order firms.

The Household Journal offers a means of reaching 700,000 families in the rich middlewest farming states, at a rate of \$2.75 the line. 700,000 paid-in-advance circulation, and a month after month lead in advertising over the other mail order publications.

# HOUSEHOLD JOURNAL

IRA E. SEYMOUR, Adv. Mgr. Batavia, Illinois

Chicago Office Rhodes & Leisenring, Managers Bell Building, 307 Michigan Blvd. Central 0937 New York Office
A. H. Greener, Manager
116 W. 39th St.
Room 634

The upper edge presents a perfect curve, free from the angles noticed in

all other collars.

The cravat causes no puckers on the inside of the turn-down collar—they are AS SMOOTH INSIDE AS OUTSIDE—and therefore perfectly free and easy to the neck.

The Garotte Collar has a smooth and evenly finished edge on BOTH SIDES. These collars are not simply flat pieces of paper cut in the form of a collar, but are MOLDED AND SHAPED TO FIT THE NECK.

THE NECK.

They are made in "Novelty" (or turn-down style), in every half size from twelve to seventeen inches, and in "Eureka" (or Garotte), from thirteen to seventeen inches; and packed in "solid sizes" in neat blue cartons, containing a hundred each; also in smaller ones of ten each—the latter a very handy package for Travelers, Army and Navy Officers.

Other advertising whispers there were in that year of 1864 which have since swelled to a mighty chorus. The "Book of Knowledge" and the big idea of education by mail may be seen in such advertisements as that of "Foote's Medical Common Sense," which was said to contain "a little of everything relating to the human system, diet, air, marriage, etc., etc."; shorthand and stammering were taught and cured by mail; there were books to be had on "Ethnology, Physiology, Phrenology, Physiognomy and Psyology, Physiognomy and rsy-chology," "Speke's Africa, a Journal of the Discovery of the Source of the Nile," and the ad-vertising of "Munro's Ten Cent Publications." Moreover, there is the advertising of the Manhattan Life Insurance Company as the solitary precursor of the advertising insurance companies of the present, and besides this a number of names stili current in advertising circles, such as Hall & Ruckel (Inc.), makers of "Sozodont"; Wm. Knabe & Company, manufacturers of Gold Medal Grand and Square Pianos; Mason & Hamlin, makers of Cabinet Organs; Brandreth's Pills, then advertised by B. Brandreth and now by the Allcock Manufacturing Company; the Illinois Central Railroad, offering for sale "1,000,-000 acres of superior farming lands"; Davis, Collamore & Co., importers of Fine China, Wedgwood, Parian, etc.; Steinway & Sons, who in one advertisement

announce they have "removed their Warerooms to their new and splendid Marble Building, Nos. 71 and 73 East Fourteenth Street, between Union Square and Irving Place, New York."

One also finds among the advertisers of 1864 the manufacturers of paint, sewing machines, Merschaum pipes, complexion pills, hair tonic, toilet articles, the "Stonington Steamboat Line" from New York to Boston, mosquito nets, portable printing presses, skates, and "Tucker's Patent Spring Beds."

All of which should set us up as well as set us down, for though it is a far cry from 1925 to 1864, a look back should inspire a good deal of respect for those who had the courage to start something when it took a lot of faith to spend money for the privilege of talking to an impoverished audience. Instead, therefore, of feeling apologetic and half ashamed of feeling the efforts of our advertising forefathers, a more becoming feeling is one of gratitude. Their ideas couldn't have been so terrible, inasmuch as some of them are still doing service for the advertisers of 1925.

#### Alvah Norton Belding Dead

Alvah Norton Belding, secretary and a director of Belding Brothers & Company, New York, sills, died on December 11, at Rockville, Conn. He was eighty-seven years old. He was the last of the four brothers who founded the company in 1863. His son, Frederick N. Belding, is vice-president and general mill manager of the Belding company.

#### Will Become Sidener, Van Riper & Keeling

The name of the Sidener-Van Riper Advertising Company, Indianapolis, will be changed on January 1, to Sidener, Van Riper & Keeling, Inc. H. R. Keeling has been a principal in the company for seven years. The change is one of name only.

#### Nursing Account for Boston Agency

The National Institute of Nursing, Boston, has appointed the Conlon & Prescott Advertising Agency, of that city, to direct its advertising account, which will make use of farm papers and magazines.

### How Salesmen May Keep Track of Customers

Advocates Keeping a Special Book for His Own Use, of Day-to-Day Happenings That a Salesman Encounters on His Route

#### By Jesse Calvin

I T is generally taken for granted that salesmen are very poor office men. For a long time, succeeding generations of salesmen have dined together in scores of hotels and then gathered in the lobbies to smoke cigars and "talk conditions." Then they have gathered together for a few hands at this card game or that, only to have a pleasant evening rudely interrupted by the killjoy who stands up shortly to remark: "Well, I've got to get busy on my daily re-ports and weekly reports and let-ters and what not. I hope the day comes when I find a job with a house that hires me to sell goods and then call it a day. The chaps who sit in the home office and push a pencil all day aren't asked to get out after dinner at night and sell goods, so why should they ask us to sell goods all day and then push a pencil half the night telling them about it?"

"You're right," says another.
"A daily report and a weekly letter and all that truck doesn't do the, company or us any good. Orders, yes, we've got to send them in and we're glad to send them in and we write them up as we sell them. But that's really all they want of us anyway, and all they need. All the reports and letters in the world won't hold a job for a man if he doesn't send

in the orders."

And so the after-dinner round broke up and with considerable complaining the group drifted apart to start the night shift.

So much for the salesman's attitude toward the reports which the

house requires.

"Just why do you ask your salesmen for reports?" we asked a sales manager the other day. "Why not judge a salesman by the business he sends in? After all,

that is what holds or loses his job for him. If he gets the business, you keep him. If he doesn't get the business, he loses his job, regardless of his ability to write up

neat reports.

"Furthermore, very often the poorest business getter is an unusually fine writer of reports. Many a man who can't sell enough goods to permit a house to keep him on the road can, nevertheless, write a condition letter which can be accepted as a model. The writing of comprehensive reports is one thing, Getting the dealer to buy is another. Too often they don't fit the same man."

#### HE WROTE FINE MEMOS

I had one chap in mind-an unusually well educated man-a doctor in economics, in fact, who was engaged by a manufacturer to sell high-class office equipment. could meet, socially and intellec-tually, the biggest business men wherever he went. His personal standing gave him entrance to exclusive clubs throughout the country. He was in position to get the prospective buyer of the better class into a quiet corner of a club or hotel and after a perfectly ordered dinner, give that prospect a most interesting, illuminating and worth-while talk on the reason why he should place an order for office furniture.

Over and over again, following such evenings, he would write his house a comprehensive letter, going into minute details, explaining the situation in full and stating with confidence that the ground work had been laid and that it would now be merely a question of a few days before the order

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was placed.

Often he was correct in this diagnosis of the case. More often

than not, his day's report was based on the soundest sort of premise. It is true that the prospect was completely convinced of the need of new equipment—fully prepared to buy. And then what happened? Just this: an uncouth, aggressive little individual who represented another line would come in and make the sale. And yet that individual who made the sale had no ability at all when it came to writing daily reports of condition letters. He had to strain his education to the limit even to write up an order. But he had the ability to close the deal, walk out with the order in his pocket, get it into the mail and move on to the next prospect.

#### WHY HE WANTED REPORTS

We mentioned a number of these incidents when we asked our sales manager friend just why he insisted on reports from his men and here was his answer, boiled down:

"It would be a nice thing if we could turn our men loose and tell them to wander around at will and send in orders, letting it go at that. Sometimes, I am tempted to eliminate all the office detail work in connection with salesmen and permit the men to do away with all their routine reports and letters. But when you come to think it over, there is another side to it.

"There is just as much reason why a salesman should make reports on his territory as there is for a business man, no matter how small his business, to keep books and accounts.

"I think, though, we have most of us made a mistake in insisting that the salesmen make reports and write letters to the house, without also insisting upon each salesman keeping copies of his reports and letters and reading them over just in advance of making that town or calling on those same prospects again. As a matter of fact, those reports and letters, a month or a year later, or whenever the salesman covers the territory again, are even more useful to him than they ever can

be to us in the office. But few salesmen realize that, and fewer houses teach their men the importance of such records.

"The main reason why we, in the home office, must insist upon daily reports, is because it is our business to know where a man is working, whom he is calling upon, the attitude of the dealer, whether he buys or not, the various competing lines the dealer handles and the various other things the report calls for. With a sales force of even ten or a dozen men, the head of the business or the sales manager cannot say with assurance that every one of his men works consistently a full day in each week. All of us are prone to neglect our work, at least now and then. Nine salesmen out of ten are inclined to 'high-spot.' When a salesman has been covering a territory a few years, he learns to know very well just where the nice, big orders are to be found and also who the dealers are where a great deal of hard work is required. It often happens that the very places where orders are momentarily hardest to get are also the places that should have the best attention from the salesman. But unless the house insists upon each man telling in detail just where he called, the easy way is to call on the dealers where the orders are apt to be, get them, mail them in and call it a day.

"And there is another thing which salesmen as a whole overlook—they complain about the re-ports they have to send in, when, as a matter of fact, the great majority of sales managers have trimmed and cut the number of reports down to the barest necessity. Nine men out of ten who complain about the great mass of reports they have to send in, do the job, when they finally get down to it, in twenty to thirty minutes each evening, with possibly an additional twenty minutes when a weekly letter has to be written. Now, that is not too much for an employer to expect of a man who is a long way from the home office and who is costing the house \$10 or \$20 or even more

per day. Some of the men ought to bear in mind, when they sit down to make their reports, that they have just enjoyed a big, round meal that was paid for by the boss, and they tipped the waiter a quarter of the firm's money, and they slipped a dime to the hat girl and got a smile with the hat, all with money belonging to the boss. And the boss is entitled to know, the next day or the next, just what sort of a day's work he got for the money he invested in that man.

"Nine salesmen out of ten grumble and complain about making out reports, not because they find them hard to make out or because it takes time, but because it is irksome for the average salesman to sit still and concentrate for that length of time. good-natured young grumbler summed it up nicely in an Ohio hotel: 'Huh! If I were any good at this sort of thing, I could get a job as a bookkeeper. I suppose, though, I'd make a bum book-keeper.' That's just it. Keeping an orderly, accurate record of the day's work is irksome and unpleasant work for the great mass of men whose natural inclination is to be up and at them. The very qualifications which make for success in selling make it trying for the salesman to sit down and keep records of his operations.

"But those very records, if kept and used by the salesman himself, would more often than not be of the greatest help to the salesman when it comes to increasing his own business."

A certain sales manager, handling an organization of some thirty men, working round and round over fixed territories, calling on their trade every thirty to ninety days, is making it his business to see that his men keep a little day book covering their daily

operations.
"I'm not asking you to keep this book for the house or for me," he tells them. "The house won't even know that you are keeping it. I am not interested in it myself, except in so far as making sure you understand it and keep it so that you can get more

business because of it. The company is paying you to get business. Your earnings and your future depend upon your ability to get the business. You haven't any right to overlook any legitimate means for building your territory. I haven't any right letting you overlook such a method. The house is paying me to make sure you know your business. It is my job to help you help the house and yourself."

A salesman cannot possibly remember from time to time just what has taken place in a talk with a customer. He can't remember how much he sold a dealer on each visit over a period of twelve months.

On the other hand, if he keeps a record of each trip, and knows exactly what he sold each customer every time, he soon comes to have a complete history of each case. He can judge in advance, how much he can expect to sell a man, basing his expectation on the monthly average over a period of time.

He can know, too, the progress he has made with the prospects not yet in the customer class. And he can have on paper a thousand and one little details which will help him in making his rounds.

#### PERSONAL SALES DATA BOOKS

One sales force is being taught to put down, to the left of each customer's name, in the salesman's own book, the monthly quota which that customer ought to be sold. The salesman makes these quotas for himself and they are his own private data. He makes these quotas when he has time to consider each customer. He is able, in that way, just before calling on a man, to decide, in his own mind, what he should try to sell

One man, working on this plan, said to me recently: "Some houses supply their men with a fixed sales talk. I know salesmen who have learned a set and formal talk. Personally, I do not believe in it. That may be all right for men who make a single call and have to try to sell the prospect on the first call. But I call on the same

Pride in our work . . . . ? Why, every inky-fingered compositor at Bundscho's goes through The Saturday Evening Post backwards every Thursday to see how his stuff looks.



### J. M. BUNDSCHO, Inc. Advertising Typographers

58 E. WASHINGTON • 10 E. PEARSON CHICAGO

HERE TYPE CAN SERVE YOU

customers every ninety days on my territory. I have called on many of them for several years. They would think me an idiot if I walked up to them and went through a set speech. But while I don't need a fixed approach or a formal, memorized speech, I do find it most helpful to have certain information clearly in mind before I make the call."

Keeping in mind that the salesman's job is to sell and that the dealer often handles competing lines which he buys from various men, it is plain to see that a salesman can easily permit himself to be turned off with an order but half the size it should be. There is always a tendency on the part of salesmen to be satisfied with an order—just so it is a reasonably good order. But we all know that most orders could have been made a little larger without resulting in the dealer over-buying.

There is another advantage in having salesmen maintain a permanent record of the territory and its operations which works out well for both salesman and house and that is when the head salesman or sales superintendent or whoever calls to help the salesman, gets into the territory. A food product manufacturer, having a large force of men, working over fixed territories, employs men who have made good as specialty men, to circulate among the regular force and show the men better methods of building business. When these men come into a territory, and they can have a salesman hand them a well-kept and orderly record of the previous six months' or year's work, it is far, far easier for such a coach to help a man build his volume than when it is a case of diving hit and miss into the trade.

The reports which the salesman makes and sends in to the firm are essential, beyond reasonable doubt. But still more important is the practice, now growing of salesmen keeping their own books, covering their own operations, so that in the constantly growing intensiveness of competition, a salesman who would get the volume is in position to work intelligently and

rapidly and accurately and so that the house, if it finds it necessary, can send a new man to follow in the footsteps of the salesman and have an understanding knowledge of the various situations that will arise.

#### Orlando, Fla., Chamber of Commerce Increases Budget

The Orlando, Fla., Chamber of Commerce, of which Carl Hunt, recently became executive vice-president, has increased its 1926 budget to \$168,000. It was \$62,000 in 1925. As a result, the advertising appropriations for next year will be materially increased. In a recent membership campaign for \$100,000, the sum of \$107,000 was raised.

#### Richard A. Toomey Dead

Richard A. Toomey, in charge of the advertising department of the Denholm & McKay Company, Worcester, Mass, since 1917, died at that city on December 17. He was formerly president of the Worcester Advertising Club, and at one time was advertising manager of Kops Brothers, New York, manufacturers of Nemo corsets.

#### "Finance & Industry" Sold

Finance & Industry, Cleveland, has been sold by Charles A. Otis and John Sherwin to Victor H. Morgan and M. J. Kneisel, of the Victor H. Morgan Company, of that city. Mr. Otis founded the periodical twenty-six years ago.

#### Carl J. Balliet Agency Opens Florida Office

Carl J. Balliet, Inc., Greensboro, N. C., advertising agency, has opened an office at Orlando, Fla. The new office will be under the direction of E. C. Lyndon, division manager.

#### Campaign Starting on King-Seeley Telegages

The King-Seeley Corporation, Ann Arbor, Mich., is starting an advertising campaign on its K-S Telegage. Farnsworth & Brown, Inc., New York advertising agency, will direct this campaign.

Bolling Arthur Johnson Dead Bolling Arthur Johnson, editor and publisher of *The Lumber World Review*, Chicago, died at that city on December 19, at the age of sixty-two.

C. A. Johnson has been added to the staff of the Los Angeles office of the Kimball-Mogensen Company, publishers' representative. 25



### Congress Is In Session

That's just another reason why Washington is the center of interest to the whole country.

National Advertising gets off on the right foot to a good start in Washington—for no city in the country is more cosmopolitan than the national capital—and at the same time there are nearly half a million Washingtonians here, too.

The Star—Evening and Sunday—is read by practically everybody in Washington resident and sojourner. It covers the entire field completely.

Write for a copy of "Facts about Washington." It's illuminating.



WASHINGTON, D. C.

NEW YORK OFFICE Dan A. Carroll 110 E. 42nd Street CHICAGO OFFICE J. E. Lutz Tower Building

### THE ERICKSON COMPANY

Advertising

#### 381 FOURTH AVENUE, NEW YORK

If you want to know about our work, watch the advertising of the following:

BON AMI
CONGOLEUM RUGS
VALSPAR VARNISH
GRINNELL SPRINKLERS
McCUTCHEON LINENS
TAVANNES WATCHES
PETER SCHUYLER CIGARS
ANSCO CAMERAS AND FILM
COLUMBIA WINDOW SHADES
WELLSWORTH OPTICAL PRODUCTS
TARVIA
DUZ

WALLACE SILVER
HAVOLINE OIL
THE DICTAPHONE
BARRETT ROOFINGS
NAIRN INLAID LINOLEUM
COOPER HEWITT WORK-LIGHT
SILVER KING GINGER ALE
ORPHOS TOOTH PASTE
BONDED FLOORS
NEW-SKIN

What we've done for others we can do for you.

Member of the American Association of Advertising Agencies Member of the Audit Bureau of Circulations Member of the National Outdoor Advertising Bureau

# Western Electric Supply Department Changes Name to Graybar

Some Interesting Reasons Are Behind the Change

O N January 1, 1926, the Western Electric Company will effect a separation of the two departments of its business. That branch which is the manufacturing company for the Bell Telephone System will continue to be known as the Western Electric Company. The other branch, which is the organization for the distribution of electrical supplies and which has up until now been known as the "Supply Department of the Western Electric Company," will take the name of the Graybar Electric Company, with its own officers and board of directors.

This change of name is of peculiar interest to advertisers both in and out of the electrical industry for many reasons, but chiefly because the change appears, at first thought, to be an almost reprehensible abandonment fifty-six years of accumulated good-will by the branch of the business that will need the good-will far more than the other branch will. For the supply department has 35,000 customers that are not obliged to buy from it and a real selling job to keep those customers buying. That cannot be said for the manufacturing department, which has just one customer, the Bell system, and no selling job. So why let the manufacturing department keep the accumulated good-will, which it has very little use for under the circumstances, and disinherit the supply department which now, in an advertising sense at least, will have to start over from scratch?

Among the world's most famous stories of patent litigation is the one of Dr. Alexander Graham Bell versus Professor Elisha Gray, each of whom filed an application for a patent on a telephone at about the same time. Bell won and Gray lost, as everyone knows. Professor Elisha Gray and

Professor Elisha Gray and Enos M. Barton founded a business in 1869, called Gray and Barton, which in 1872 became the Western Electric Manufacturing Company. In 1876, Dr. Alexander Graham Bell secured a patent on his telephone. Five years later, the name of the Western Electric Manufacturing Company was changed to the Western Electric Company and the concern became the manufacturing headquarters for the Bell telephone system.

for the Bell telephone system.

Enos M. Barton was president of the Western Electric Company until 1908 and chairman of the board until his death in 1916. Elisha Gray, in his capacity as inventor was the forerunner of the engineering department.

#### NEW OFFICERS

Until 1923, the company was run as a unit under one management. In that year, a physical separation was carried out by naming a general manager and a general sales manager for the supply department. This separation was also carried into the branch offices. In carrying it on to the point which is the subject of this article, the officers of the newly formed Graybar Electric Company are: Albert L. Salt, president; Frank A. Ketcham, executive vice-president; George E. Cullinan, vice-president in charge of sales; Leo M. Dunn, vice-president in charge of merchandising and accounting; E. W. Shepard, treasurer, and N. R. Frame, secretary. P. L. Thomson continues as publicity director of the Western Electric Company and Herbert Metz will be advertising manager of the Graybar Electric Company.

The company feels that the supply department is now important enough to stand on its own feet and that its sales and advertising efforts should not be confused with the work and advertising of the manufacturing department. With both department.

ments using and advertising the name Western Electric much loss in sales and confusion in the trade and the public mind would be unavoidable. With the name Western Electric on every telephone instrument and switchboard in the country, and upon telephone train despatching apparatus, intercommunicating telephone systems, lead-covered cable and radio broadcasting and receiving equipment, and with the sales of the manufacturing department totaling four times the sales of the supply department, any step toward the assumption of a separate individuality in name was clearly up to the supply depart-

All devices and materials formerly sold under the Western Electric name, such as motors, generators, electric lamps, industrial and other lighting equipment, household appliances, and the like, will now be sold under the name of "Graybar." Equipment of Western Electric manufacture, however, such as cable, intercommunicating telephone equipment, radio, as already mentioned, will continue to bear the name "Western Electric."

The financial relationship of the Graybar Electric Company with the Western Electric Company remains precisely as it was, as does also the financial relationship between Western Electric and the American Telephone & Telegraph Company.

The new company's advertising announcement of the change in name for the trade and technical press will take the form of an eight-page insert, the first page reading, "A new name that's fifty-six years old—Graybar," with the name Graybar in special lettering. Pages two and three, in the form of a spread, will carry the following, under the caption, "Western Electric Supply Department Changes Name":

Effective January 1, that part of the Western Electric Company known as the Supply Department, takes Graybar Electric Company as its name. This involves no change whatever in the existing distributing organization. Nor does it affect the facilities offered to buyers of electrical supplies all over the country.

The significance of the change is found rather in the source of the new name, fifty-six years earlier in the history of the company.

htty-six years earlier in the insury or the company.

In 1869 Gray and Barton began the making of electrical supplies. In the early seventies Western Electric was adopted as the company name. After Bell invented the telephone in 1876, telephones were added to the line, and in 1882 the company became the manufacturing department of the Bell Telephone System.

phone System.

During all these years the company has carried on at the same time a merchandising business under the title of the Supply Department, selling to the American public all types of electrical products. The growing complexity of these dual responsibilities—on the one hand, to the Bell Telephone System; on the other, to the general user of electrical supplies—now makes it advisable to separate the two functions. Hence the Supply Department, serving as before in every electrical field, becomes a distinct

corporate organization.

It takes the name Graybar, derived from Gray and Barton. A new name; but carrying with it a reputation fifty-six years old.

One or more newspapers will be used in each city where a branch is located to announce the change of name, followed a week later by a second announcement, and that in turn followed by weekly advertisements throughout the year with the new name prominently featured. The new signature will be in the form of a name design showing the new lettering for Graybar and the characteristic lettering for Western Electric, and reading as follows: "Graybar Electric Company, Incorporated, Successor to Supply Department, Western Electric." Besides the newspaper campaign, a number of periodicals in the general field will be used to tell the story of the change in name.

In all the years of its existence, the supply department has had no other trade-mark than the special lettering in which the words "Western Electric," have been used by both supply and manufacturing departments. department will manufacturing continue the use of this name design. The Graybar Electric Company has taken advantage of the present opportunity to originate for itself a trade-mark, a characteristic form of signature, and a shipping tag which it will feature in its advertising as the "Graybar Tag."

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## where there are no ears there is no sound

R IVEN by a lightning bolt a mighty pine crashes to the forest floor far from the haunts of man. A There is no sound, because there are no ears to hear. A Much advertising is like that toppling pine tree. It arouses no responsive echoes to buy because the medium in which it is placed stimulates only a shallow curiosity. Advertising placed consistently in The Detroit Free Press reaches eyes that see, ears that hear and minds that respond in America's Fourth City.



## The Detroit Free Press

VERREE & CONKLIN, Inc.
National Representatives
New York Chicago Detroit
Kansas City San Francisco

## Foundation Laid for Study of Distribution Problems

Business Men Gather in Washington at National Distribution Conference

—Price Maintenance and Related Subjects Are the Only
Points That Lead to Acrimony

Washington Bureau of PRINTERS' INK T all of the sessions of the A National Distribution Conference held on Tuesday Wednesday of last week in Washington, outstanding emphasis was placed on the need of educating both business men and the public to the processes and costs of distribution. With one exception, the reports of the six committees ap-pointed last January was unanimously approved. The fact that a heated debate occurred, followed by a vote to delete certain parts of the report of Committee No. 6, on the General Conditions Affecting Distribution, served further to emphasize the need for education and a better general understanding of the factors which influence distribution.

This great need was mentioned by Secretary of Commerce Hoover, in his address at the last session of the conference, when he stated that the impression throughout the reports was unmistakable, that what is required is more systematic information and better organized information, not of the statistical order, but of a broader economic character in the shape of research.

In his opening address, John W. O'Leary, president of the Chamber of Commerce of the United States, under the auspices of which the conference was held, pointed out that distribution is, in great measure, an unexplored region, and that the impression has grown that within this field arise substantial costs for which there is no economic justification.

"It has been frequently stated," he continued, "that the margin between producer and consumer is too great and that prices, therefore, are too high; that too many persons are engaged in distribution; that the middleman is un-

necessary and is absorbing too great a part of the entire price spread.

"These statements are, doubtless, made in good faith, but they are deductions rather than conclusions based upon demonstrable facts.

"Distribution costs a lot of money. It is variously estimated that the people of the United States pay every year for the goods they buy at retail from twenty-five to forty billion dollars. The wholesale price of this merchandise is estimated to be about 70 per cent of the retail price and the manufacturer's or producer's price about 80 per cent of the wholesale price. These are stupendous figures, but I know of no justification for regarding them as anything but more or less intelligent guesses."

#### INFORMATION LACKING

In his address, Theodore F. Whitmarsh, Chairman of the Conference, declared that, at the outset, the meeting was forced to acknowledge that a large proportion of the information we should have regarding distribution is conspicuous by its absence. He said that under the subject of Trade Relations we find an almost virgin field of inquiry, fertile in its immense possibilities, and continued:

"Costly misunderstandings between manufacturers, wholesalers and retailers, unnecessary litigation in the settlement of these misunderstandings, evil-doers who follow their practices largely without incurring any penalty, lack of standards and specifications which are themselves a fruitful source of complaint, misunderstandings and

expense, all create material waste.

"The report of the committee on this subject, I think, offers a practical method to business men for the correction in general of trade abuses, the peaceful settlement of misunderstandings and



World Wide Buying Number The February 4th Issue of Hardware Age

## With One Stroke You Can Cover

- 1—The great American hardware market—all hardware jobbers and their travelling salesmen, all important hardware retailers and their salesmen.
- 2—The hardware distributors of the American possessions—Alaska, Hawaii, Porto Rico, Canal Zone, Philippines, etc.
- 3—The hardware distributors of Great Britain and her great colonies—Canada, Australia, New Zealand, South Africa, West Indies, India, etc.

#### Reserve Your Space Now

"The Most Influential Hardware Paper"

Hardware Age
239 West 39th Street New York City

## -a New Year

It is with a sense of sincere gratefulness that we set apart this page to say goodbye to 1925.

To many of us the passing year has been bounteous in its giving of healthful prosperity.

May the New Year's cornucopia dip your way.

A joyous Christmas to all and a hearty welcome to 1926.

Invest in Newspaper Advertising

#### E. Katz Special Advertising Agency

Established 1996

#### Publishers' Representatives

New York Chicago Detroit Atlanta Kansas City San Francisco the establishment of rational standards and sizes in the descriptions of merchandise.

"A frequently mistaken attitude toward advertising is corrected in the report on that subject which, by numerous examples, points clearly to the economic value to the public of advertising effectively

conducted."

The chairman of Committee No. 1, (Collection of Business Figures as a Means Toward Accomplishing Economy in Distribution)
Owen D. Young, of the General Electric Company, was unable to attend, and F. M. Feiker, vice-chairman of the Committee and vice-president of the Society for Electrical Development, explained the committee's report. He said that the collection of business figures was undoubtedly the most important task that faces industry today-a complicated and difficult He held as significant the recent effect stimulating of Supreme Court decisions which allow a freer dissemination of statistical information by trade as-sociations and said that his committee expected great good to follow. He also called attention to a statement of the report to the effect that much soap-box oratory and considerable false opinion regarding costs of distribution would be prevented by the statistical knowledge which the report projects, and he concluded by quoting Mr. Young to the effect that it was the desire of the committee to present an ideal of necessary statistical information.

After the report of Committee No. 1 was unanimously approved by the conference, W. M. Steuart, Director of the Bureau of the Census, informed the assembly that there are now about one hundred different trade associations which supply the Census Bureau with statistical data. This, he said, had been encouraged by his organization because he had found the information of much value to all industries and, he added, that it is difficult to get representative information of each industry because all members are not interested and do not realize the

value of exact data. Mr. Steuart also pointed out the need for special legislation which would authorize a central government organization for the purpose of collecting and supplying specific information on various phases of distribution. He added that there is a great demand for data concerning certain localities as, for instance, all the manufacturers in a locality, all dealers or distributors in specific lines within certain areas, etc.

He said further that the bureau is now negotiating with numerous organizations for the collection and dissemination of information of the kind, and that there are in the neighborhood of 1,000 Chamber of Commerce and similar bodies now co-operating with the bureau in an endeavor to supply data on localities with a better line of demarcation, separating manufacturers from distributors.

E. T. Meredith, president of the Meredith Publications, and former Secretary of Agriculture, mentioned several experiences to illustrate the gross ignorance of people in one section of the country regarding the economic and other conditions of remote sections. He also emphasized the imperative need of a clearing house for a consolidation of facts, and a means to educate the whole people of the country regarding the important economic knowledge of the United States.

In presenting the report of Committee No. 2, (Trade Relations), A. Lincoln Filene, chairman, said that the first step in a program for the progressive widening of the area of equitable business dealings is to erect, by mutual agreement among producers and distributors, standards for right business behavior. The second step is to arouse a feeling of responsibility among business men to see that the standards which they have agreed upon are adhered to. He added, that, in developing means to organize better trade relations, there is great need for constant emphasis of the viewpoint of the

"We cannot achieve a real basis

for ethical conduct in any social group," he said, "whether it be business, the professions, or the family, until we have a body of organized experience which clearly exhibits the relation of acts to results. Standards of right and wrong, in business as elsewhere, are measured by the effect of any particular action on the rights of all concerned."

In placing the report of Committee No. 3, on Market Analysis, Advertising and Advertising Mediums, before the conference, Stanley Resor, chairman, said that the committee had taken for its basis an expression of Secretary Hoover's to the effect that the spread between the producer and the consumer could be shortened. He then pointed out that the committee's work had been to apply this accepted statement to the processes and effects of advertising, with the results set forth in

From Mr. Resor's remarks, it was gathered that a principal purpose of the committee's work was to establish the economic value of advertising, and on this phase of the subject he said that some economists had declared advertising to be an economic waste, on the ground that the growth in use of a product should follow only as a result of the satisfaction found in its use.

the committee's report.

"If that is the case," Mr. Resor added, "all selling effort is an economic waste, which of course, as a conclusion, is absurd to anyone who has had any practical experience in merchandising."

Mr. Resor then read a letter from a publisher which dealt with the need of a central clearing house for data which is particularly applicable to economical advertising, and said that the committee had found a great lack of uniformity with considerable duplication of effort in the gathering and compilation of statistical information. He concluded by expressing the need for more intelligent application of statistical data to the processes of advertising.

Before this committee report was approved by the conference.

Prof. Harry Wellman, of Dartmouth University, precipitated a discussion of waste in advertising. Professor Wellman explained that, in comparison with other industries, advertising was extremely youthful, and that experience had shown waste to be prevalent in all new industries. He thought that ways could be found to prevent the wastes of the high-pressure selling of advertising as such, and to educate the buyers of space to the realization that advertising is of value only in its relation to economical distribution.

As the second cause for waste, he mentioned the frequent failure to coordinate advertising with selling effort. Third, he mentioned the lack of adequate records of advertising effects, and his fourth factor of waste was the failure on the part of many advertisers to follow a definite plan.

follow a definite plan.

In regard to mediums, he mentioned the over-selling of space and service, and detailed several general wasteful practices on the part of publishers, among them the efforts of certain publications to gain unwarranted circulations on which to base higher rates, by extending their circulations beyond their legitimate fields.

In presenting the report of Committee No. 4, on The Expenses of Doing Business, Robert R. Ellis, chairman, reviewed the most important subjects of the report and stressed the need of further research and the education of the public. The report was approved by a unanimous vote of the conference.

L. D. H. Weld, chairman of Committee No. 5, in submitting the report on Methods of Distribution, pointed out the great difficulty of establishing average costs of distribution. He said that even in the great general field of farm products, such a wide variation of costs is prevalent as to make any general deductions thoroughly impracticable.

The producer of butter, for instance, he said, gets about 70 per cent of the consumer's dollar, while the producer of California cantaloup receives only approxi-

## 192 One of the UNUSUALLY Prosperous Years\*

During the month of October 26,892 years of subscriptions to SYSTEM, THE MAGAZINE OF BUSINESS, were purchased by active business executives—and at \$4.00 a year.

With the building of the largest \$4.00 monthly circulation in the world comes constant contact with the men who actually run the worthwhile businesses of the country. Exceptionally favorable prospects for 1926 are being reported from practically every section.

\*A copy of A. W. Shaw's "The UNDERLYING TREND OF BUSINESS" forecasting 1926 probabilities will be sent on request.

## SYSTEM The MAGAZINE of BUSINESS

Other Show Publications are: FACTORY, The Magazine of Management, HARVARD BUSINESS AEVIEW, British SYSTEM, THE JOURNAL OF LAND & PUBLIC UTILITY ECONOMICS.

INDUSTRIAL MERCHANDISHUM.

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mately 20 per cent. In presenting his report, which the conference quickly approved, Mr. Weld also said that the report was intended to show that the middleman system, though widely misunderstood, has developed because it is the most economical method yet devised for the distribution of goods from the producer to the consumer. He also emphasized the great need of educating the public to this fact.

Another point which Mr. Weld brought out was that we can expect no revolutionary change in attempting to establish more economical distribution. Improvement must come gradually, as wastes are found here and there

and eliminated.

The discussion which followed included such subjects as buying agencies which are being established especially by department stores to offset the competition of the chains, and the tendency of department stores to form chains. A speaker from the floor said that he would like to see something in the report covering these new developments, and in reply the chairman of the committee said that while many new factors had been considered, the committee had thought best to define only the principal channels, and show how they had been developed.

At this point, Professor Wellman clarified the discussion by showing how many temporary problems would be finally solved by the public, and cautioned the assembly against the danger taking too seriously agencies which were temporary in their nature. He said that the overproduction of many industries beginning in 1920, had caused a condition in distribution which he designated as nothing more than a rash. Various forms, he explained, were a rapid development of house to house canvassing, the establish-ment of bargain basements, and the sudden growth of chain stores of various kinds.

"These agencies and the condition they create," he added, "are correcting themselves. I feel safe in saying that the chain-store de-

velopment has passed its peak, and that the problem it has brought into being will grow less important. This, for the reason that the chains are now competing with each other. From the entire condition, the public has learned just about what it has to pay for service and the public is settling down to two classes-price buyers and service buyers. And there is a definite tendency among manufacturers to get production in accord with sales, thus overcoming the need for forced merchandising. which over-production brought about. The same is apparent with distributors and retailers."

In expressing the ideal which prompted the work of his committee, Gabriel S. Brown, chairman, and president of the Alpha Portland Cement Company, said the endeavor was to define the conditions and state the facts which would tend eventually to place the products of the farms, forests, mines and factories in the hands of the user and consumer at the lowest possible price consistent with fair wages to labor and a fair return to capital. This is the committee on General Conditions Affecting Distribution, dealt almost entirely with legisla-Mr. Brown. However, evidently anticipating the reaction followed his remarks, which merely discussed in general the work accomplished and particularly emphatic in pointing out the necessity of educating the public.

Every industry, he concluded, should make it a business to take out of the minds of the public all of the general mistaken beliefs regarding its distribution, by publishing all of the significant facts

most widely.

Harry B. Thompson, General Counsel of the Proprietary Association, immediately took the floor and lead the attack on the report. He declared the great question to be whether or not the conference wanted a liberalization of present anti-trust law. He spoke at some length on the subject of foreign laws covering restraint of trade, and said that

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#### Advertising Agencies' and Advertisers' Letters About the Advertising Space in the Fifth Avenue Coaches

Most of these letters were written to a St. Louis advertising agency in response to a letter asking their opinion of the advertising space in the Fifth Avenue coaches. We were granted permission by the writers to reproduce them.

"It is the one place in our whole advertising scheme that brings our name before the public day in and day out."

Knox Hat Company

"We welcome this opportunity of getting Roger & Gallet before the attention of your very excellent readers."

Mr. J. C. Bull, Frank Presbrey Company

"We have found advertising in the Fifth Avenue buses in New York to be satisfactory. We believe this advertising has good publicity value as the buses, on the whole, carry

a good class of people.
"The fare is ten cents in these buses, as against a fare of

five cents in the subway, elevated and street car lines.
"The buses are largely used by women shoppers and business men whose business is in the up-town district."

S. W. Straus & Co.

"Our Fifth Avenue bus line is such an old institution and unique in so many ways, it gives advertisers therein a certain prestige. Van Raalte Company

"The Fifth Avenue bus is the best medium we have. There is no doubt of it."

Frank Gulden, Charles Gulden, Inc.

"Several of our customers who have been consistent users of this form of advertising for many years are thoroughly of the opinion that it pays, particularly when their places of business are along the route of the bus. From comments of customers our firms have decided that it is one of the most profitable forms of publicity."

Roy S. Durstine, Barton, Durstine & Osborn

Rate card and circulars will be sent you upon request.

Agency commission 13%

Cash discount 3%

## H. LIVINGSTON, I

Advertising Space in the Fifth Avenue Coaches New York 425 Fifth Avenue

Tel. Cal. 0260

## The Des Moines Capital

completely covers Des Moines' entire trade territory at a rate of 14c. per line. No other Des Moines newspaper or no combination of Des Moines newspapers can deliver more than the Des Moines market. No Des Moines newspaper can deliver the Iowa market. Any advertiser who wishes to cover more than the Des Moines market must use papers in Davenport, Sioux City, Ottumwa, Waterloo, Burlington, Cedar Rapids, Mason City, etc.

The Capital is a good evening newspaper—a very remarkable advertising medium. For more than thirty years it has published the largest volume of department store advertising and for the eleven months of this year has maintained its leadership in this respect. The best way to learn of The Des Moines Capital is to look at a few copies of the paper. Its advertising volume and variety is self-evident and its newspaper qualities are bound to please those who know how to judge newspaper values. Let us send you several consecutive copies of the paper.

## The Des Moines Capital

LAFAYETTE YOUNG, Publisher

O'MARA & ORMSBEE, INC. Special Representatives

New York

Chicago

San Francisco

Detroit

among the four great English speaking nations the United States is the only one to denounce practices that are necessary to the orderly and economical pursuit of business, as a detriment to the public interest.

"There is a militant group in this organization which is demanding laws to allow the maintenance of resale prices," he said, and insisted that this group had not been heard, or at least that it had not enjoyed any part in the framing

of the report.

Counsel for the American Fair Trade League, W. H. C. Clarke, then read a printed statement which showed a careful analysis of the report from the viewpoint of price maintenance, and which called for a recommitment for correction and action upon grounds including a charge that the conference, in approving the report, would be committed to the socialistic principle of government regulation of private business. Supporting this charge, two paragraphs were quoted from the report, the first to the effect that the advantages to large aggregations of capital, intelligently administered, under proper regulations, should be economically desirable. The other paragraph referred to business on a large scale, as offering no objection to reasonable regulations, seeking the conservation of the public interest, as defined in the report, and that it could not properly object to regulation in favor of less efficient competitors when such regulation imperils the existence or proper functioning of large scale business.

Mr. Clarke also said that objection was further made to the report on the ground that the Chamber of Commerce justified its failure of nine years in carrying its referendum into effect, on the basis that most of the bills pending in Congress for the legalization of resale price maintenance involved Government regulation of business. And further objections to the report were based on the allegation that the legalization of resale price contracts would cause the dissolution of super-trusts,

under natural conditions, and without Government prosecution or regulation, also that the subject should not be neglected because it is considered highly controversial and that there is no valid reason why the subject should not be considered seriously by the conference.

The chairman of the committee then explained that the committee had no objection to eliminat-ing that portion of the report which dealt with the subject of price maintenance. He said that his committee was seriously divided on several important questions dealt with in the report; some wanted the conference to go on record for the repeal of the Sherman Act, others opposed such action, and he said that there was no suggestion of an idea to place big business in a more favorable light than little business, and that any such interpretation resulted from a misreading of the report.

At this point, a resolution was offered by Felix H. Levy to place the conference on record as recommending that the Sherman Anti-Trust law be amended to place this country in harmony with the laws of all other civilized

countries.

Action on this motion was deferred by several speakers. Charles A. Vilas, general counsel for the National Biscuit Company, made an effective impression on the conference by injecting a note of optimism, when he explained section 7 of the Sherman Act, and said that there were two excellent reasons why the conference should not pass the resolution presented by Mr. Levy. He insisted that it should not be forgotten by those present that the work of the committee and its report were fostered by the Chamber of Commerce of the United States which has a standing committee on antitrust laws, and that it would be unfair to force the hand of the Chamber in the matter.

Speakers both for and against taking action in regard to the repeal or amendment of the antitrust laws, with the interruption of the faction demanding recogni-

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tion and approval of price maintenance legislation, continued for some time. Then Lew Hahn, managing director of the National Retail Dry Goods Association, secured the recognition of the chair, and objected strenuously to the discussion, declaring that the meeting was not a conference of legal sharks, not a place in which those with private axes to grind should grind them, and made a motion that the private interests be invited elsewhere to discuss their problems. Mr. Hahn was promptly called to order, but his protest served to add still another phase to the question. E. G. Cormack, of the National Builders Supply Association, appealed for recognition on the ground that he was not a legal shark and that he desired to recommend that the report be recommitted, because it was without form and void.

Frank Collins, president of the Toledo Pipe Threading Machine Co. and several other large manufacturing concerns, decried the acrimony and antagonism displayed between the factions, and asked for recognition of chairman because he was a member of the Chamber of Commerce and a citizen of the country. He declared that it would be a great mistake to approve the report, one way or another, and said that the Conference was entertaining an illusion if it thought that by any means it could bring about a repeal of the Sherman Anti-Trust law.

Then Mr. Collins earnestly recommended that the conference deal with the little sister and brother of the Sherman Act, the Federal Trade Commission and Clayton Acts, which have done so much to hamper and misuse business, and asked for their amendment or repeal.

After considerable further discussion, motions were made to strike out of the report all reference to price maintenance and all comment and discussion of the Sherman and Clayton Acts. was carried by a narrow margin, and the final report will not contain these references.

From time to time during the second day, proposed resolutions were read to the conference by the chairman of a steering committee, formed at the first meeting for the purpose of reviewing the reports as soon as they were anproved and framing the conclusions among these were the following:

Resolved (a) That the construction work being undertaken by trade associations in the collection of data on distribution be approved as the basis of more intelligent study by each group of

the elimination of waste.

(b) That editorial discussion by business journals of the need for basic statistics be commended as in the public interest.

interest.

(c) That the value of the present "Monthly Survey of Current Business," published by the Department of Comerce, is recognized and that its field of usefulness should be extended so far as practicable by a further classification of the figures of production and of distribution either through government or trade association sources.

(d) That the value of the statistics of distribution prepared by the Federal Reserve Board and its regional banks is such that business men, individually and in associations, are urged to familiarize

such that business men, individually and in associations, are urged to familiarize themselves with this statistical inquiry and co-operate in its development.

(e) That in order to promote better bases of comparison all those engaged in gathering statistics are requested to support the efforts of such organizations as the American Economic Association and the American Statistical Association to simplify and to standardize their procedure. their procedure.

Resolved That it is the consensus of this Conference (a) That the only safe basis for advertising and marketing plans is an accurate and adequate knowledge of where and what the market is and the means by which it can be reached most economically and effectively.

(b) That existing wastes in advertising result in large part from lack of marketing information, from unintelligent discretion and from over correlation of

rection and from poor correlation of advertising with the sale of the product.

Resolved, That "the public interest" is all embracing. Workers engaged in production and distribution, with their dependents, form a large part of the consuming public. They are affected beneficially or injuriously by that which benefits or injures production and distribution; these effects as certainly react favorably or unfavorably on all others of the consuming public. The interest of the whole public is inseparably linked with the interests of all important parts of the public. of the public.

J. V. Mahoney of the Sioux City, Iowa, Journal has been added to the display advertising staff of the St. Paul, Minn., Pioneer Press and Dispatch.

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## More and More

advertisers are using this great magazine to tell the Hardware trade about their products.

720 pages of advertising in 1923 840 pages of advertising in 1924 940 pages of advertising in 1925



The Fastest Growing Hardware Paper

## New Vogues for Borders

Even the Frame of the Advertisement Can Deliver an Important Selling Message

#### By a Commercial Art Manager

I T is necessary to comment, periodically, on the developments in advertising layout borders, because their moods and methods progress with such surprising alacrity. Just when it would appear that resourcefulness has reached its limit, and nothing

whatsoever, new, can be invented, the commercial artist, often working in conjunction with the writer of headlines and of text, springs many innovational surprises.

It has been popular to say that borders should be sparingly used in campaigns, due to the fact that they always appear to hem in, crowd and make visually smaller, any given space. Very often, margins of white space are preferable to decorative borders and elaborate ornamental frames.

This is largely true. But the newer idea in borders legitimatizes their use. The border is made into one of the selling ideas. It is put to work. It often provides originality of layout and compositions which attract the eye. It is

not to be denied that where display competition is keen, these two elements are very desirable,

In a large number of modern instances, the main illustration becomes the frame for the typography and the advertisement as a whole, thereby accomplishing two things in one. In business papers, the current campaign for du Pont paints and varnishes accomplishes this interesting distinction, as hands and brushes, actual size,

make sweeping borders of paint, within the curves of which the text is set. The fact that color is employed and that the marks of the brush are in various hues and tints, lends added value to the idea. In black and white, as it is reproduced with this article, it is



#### PHOENIX HOSIERY

NOVELTY BORDERS OF THIS KIND INCREASE THE ATTENTION VALUE OF AN ADVERTISEMENT

far less effective and attractive. In a series for Simonds Saws, a circular metal-cutting saw is shown in perfect halftone detail, while, rising from it, appear additional saws in white silhouette to form a border. The border, in such instances, is talking shop all the while. It is no mere affectation of decorative lines.

The characteristic border of the hour is less obvious. It borrows its theme, as we have intimated,

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## The Vacant Editorial Chair

THE easy way to fill the editorial pages of a business paper is to sit comfortably in a swivel chair and re-write and expand such news as drifts into the office.

The harder way—and the more expensive is to bid good-bye to swivel-chair comforts and get out on the firing line where the news is breaking.

That's why you will find the writing men of National Petroleum News out in the production camps when new pools are being brought in, climbing around refineries where improved processes are being developed, riding tank trucks to study buying habits, rubbing elbows continuously with the men responsible for the forward steps in a giant industry.

NATIONAL PETROLEUM NEWS
812 HURON ROAD Service Offices: CLEVELAND, OHIO

TULSA, OKLA. 608 Bank of Commerce Bldg. CHICAGO . 360 North Michigan Ave. NEW YORK . 342 Madison Avenue HOUSTON, TEXAS . 608 West Building

NATIONA NATIONA

Member:

NEWS

Member: A. B. P.

## "Good"

The Johnstown trade area is marked "Good" on all business condition maps. More than one-third of the bituminous coal production of Pennsylvania is mined within forty miles of Johnstown. Miners are being advertised for daily, the steel mills are running full time as are the refactories, the radiator works and Johnstown's other 34 diversified industries. Johnstown is the trade center for 250,000 people with work for all wage earners.

#### THE PAPER-

There's not a paper in Pennsylvania that covers its trade area as solidly and at such low proportionate cost. Regular reading of The Tribune is a habit inborn with practically every person in the entire trading area of approximately 250,000 population.

The average daily net paid circulation of The Tribune for the month of November was 30,915.

Cover It All Through

## THE TRIBUNE

JOHNSTOWN, PA.

NATIONAL REPRESENTATIVES BRYANT, GRIFFITH & BRUNSON, INC.

NEW YORK

CHICAG

Boston

ATLANTA

from a headline or from the spirit of a piece of copy. It is, indeed, an important part of the basic thought of the entire advertisement.

As a concrete demonstration of this we may turn to a half-page display for St. Petersburg, Fla. The headline reads: "Bushels of Fun in the Sunshine City." Down the side of the layout, there are a



IMPARTING ACTION TO A BORDER-

number of outline bushel baskets, and in these the separate illustrations are placed; a motoring vista, a sailboat, a golfer, a bathing girl, fishing, etc. These illustrated baskets make a surprisingly attractive frame for the copy and are linked closely with the headline, which is the inspiration of the advertisement's pictorial phase.

Novelty is always apparent in such devices. To see the little vignetted scenes appear above the rims of the baskets is, in itself, a pronounced novelty in the way of pictorial border embellishment. It has not been done before in exactly this manner.

If a decorative border, irrelevant in its theme, detracts from what is within the frame, and it is so obtrusive and interesting as to make the reader divide his

attention, then it is not a good border. Only where the border is a part of the story, does it fulfill its true and most useful purpose.

Often a single idea, a headline, will make one of the more prodigal decorative borders thoroughly legitimate. Of the many advertisements we have seen for Phoenix hosiery, and both newspaper and magazine campaigns have depended very largely upon atmospheric period decoration, the most valid and interesting, I feel, was the one which displayed an open book, surrounded by care-The open fully-drawn scrolls. volume was the natural mortise for text and illustration, the pic-ture becoming, as a matter of fact, the equivalent of a halftone in a real book, and the typography the

type of the open pages.
"The Book of Hosiery" was the headline, and instantly this decorative motif was woven into the fabric of the entire advertisement. This headline, then, plays a most emphatically significant part. The frame is in the advertising picture. Every unit is working to a

comn.on end.

The simplest ideas and devices often supply the necessary border scheme. Thus, a child, at the top of an advertisement, reaches over the rim of a dining-room table for some cookies and the white circular table top is made into a frame. Where it stops, at the outer margins, the cookies pick up the border and continue it. The product advertised is baking powder and cakes for children are featured.

In a most artistic advertisement for pianos, a woman in evening dress is presented, as she descends a high, circular staircase. This staircase is pictured in detail at the bottom of the layout but a single line, of the railing, carries up to the top and frames the reading matter. The result is a very natural, artistic and unaffected border scheme.

"Bubbles all—and they will be dispelled into thin air," headlines a household appliance design. Several of the disagreeable phases of household work are superimposed upon bubbles as they form a circle around three-fourths of the layout. Here again, a headline assists the artist as he plans an unusual frame.

A layout artist once boasted that he could make an almost inexhaustible series of border layouts with no more than a single, uninterrupted pen line, fashioned in various ways and to illustrate various ideas. I doubted this claim until I saw him demonstrate what he had in mind. He selected a number of headlines from current advertisements. These were to provide the necessary inspiration.

One advertisement featured the fact that clippings from the daily newspapers offered substantial proof of a certain argument. The artist made an irregular pen line which at once suggested the jagged piece of newsprint as someone might tear out an artists.

ticle.

"A smooth-flowing line," read the headline for an advertisement of writing ink, and from the half-tone photographic illustration of a fountain pen, he made a sweeping single line around the space. What better frame could there be for any advertisement of this character? Yet, it was no more than his original claim; a single pen stroke.

There has come to be a compromise between the very painfully-obvious border, and the over-elaborate frame. And this newer idea is based, as I have indicated, on an apt headline in a number of important campaigns.

number of important campaigns.

Here are six unusual cases of where the headline provided the border theme, and each one of them was extremely simple.

"Life's eternal swing around a circle," and it was only necessary to draw a single-stroke circle with a compass.

"Electric energy," and the electric flashes formed an effective frame.

"An expressionless face," and the page was surrounded by the outline of a human head, in which no features or detail of any kind appeared.

"What weather does to a roof," with the narrow borders and top

space taken up with slanting drops of rain, as they fell, downward, on a roof.

"Time's recording fingers," with the two clock hands, one on either side of the layout and the type between them.

These examples call to mind the fact that it is unnecessary and often ill-advised to make the border entirely surround the advertisement. To frame it top and down one side may suffice. I have known a decorative pictorial device down one side of a layout to serve every essential purpose. More breathing space is allotted for the reading matter. There is less distraction.

#### BORDERS CAN BE TOO COMPLEX

Here are two current radio advertisements. One carries a decorative border of an unusually elaborate character almost two inches wide, around the entire space. It is complex and it is attention-distracting. It is almost impossible for the reader to concentrate on the picture and the text within its zone.

The second radio advertisement carries but a single gesture in the way of a border: a sweep, in gray color, around the top and down one side of the page, indicative of the dial on the receiving set. Various stations are marked off on this circular band. That border tells a story. It is reassuring and instructive.

There can be no room for doubt as to the type of border which is an asset rather than a liability. The above illustrates the point in a clear manner. It is important to keep the principle of the thing in mind when a series is being planned.

Edit borders. Censor them. Ask yourself if they are mere luxuries or if they are of genuine assistance in telling the story. Discard them if they are mere decorative hangers-on, using up very valuable space. It is entirely possible to secure that "artistic atmosphere" in other ways than by the use of intricate designs which may mean little or nothing to the lay mind.

But, then, advertisers are gradu-

## SINCE 1920

the population of Altoona has increased from 60,334 to approximately 70,000, an increase of almost 10,000 people. In addition to this increase in Altoona proper, Juniata, a suburb of Altoona, has also had a wonderful increase in population, due to the Pennsylvania Railroad Company's activities in building new shops. This makes Altoona the shopping centre for at least 130,000 people.

## The ALTOONA MIRROR

Altoona's only evening newspaper has kept pace with the increased population.

A. B. C. Statement, year ending

June 30, 1920 - 22,303 June 30, 1925 - 27.674

Many local Merchants use the Mirror exclusively because its circulation is almost two-thirds larger than that of the morning paper.

## The ALTOONA MIRROR

Business Direct

ally learning their lessons. The overwhelming number of advertisements without borders would indicate that rather than drag them in by the heels, advertisers are omitting them entirely. It is just as well.

#### National Glass Jobbers Elect Officers

At its annual meeting at Pitesburgh recently, the National Glass Distributors' Association elected new officera as follows: President, W. J. Schoonover, Scranton, Pa.; first vice-president, D. H. Startsman, Cincinnati; second vice-president, A. R. Townsend, Los Angeles; secretary-treasurer, North Storms.

By a change in the by-laws, provision was made to admit the former Glass Jobbers' Association of the Pacific Coast as its Pacific Coast division.

#### Mother's Oats Account for William Douglas McAdams

The Quaker Oats Company, Chicago, has appointed William Douglas Mc-Adams, advertising agency of that city, to direct the advertising for Mother's Oats. This appointment becomes effective January 1.

#### J. J. Hartigan Joins Campbell-Ewald

J. J. Hartigan has joined the Detroit office of the Campbell-Ewald Company, advertising agency, as space buyer. He has been with Critchfield & Company, Chicago advertising agency, for the last twelve years.

#### "Electrical Merchandising" Appoints R. V. Sutliffe

Ray V. Sutliffe, for the last three years advertising manager of the Syracuse Washing Machine Corporation, Syracuse, N. Y., has been appointed Chicago editor of Electrical Merchandising.

#### Mexican Daily Started at El Paso

A Mexican daily newspaper, El Pueblo, has been established at El Paso, Tex. P. V. Cisneros is editor and Armando Canales is foreign advertisingmanager.

#### Buys Poplar Bluff Rubber Company

The Poplar Bluff Rubber Company, Poplar Bluff, Mo., maker of Miracle inner tires for automobiles, has been absorbed by the International Rubber Company, St. Louis, Mo.

#### E. D. Poole and F. L. Ramsdell Form Company

Edmund D. Poole, formerly sales manager of the Periodical Press, New York, and F. L. Ramsdell, of the People's Home Journal, New York, recently started Edmund D. Poole & Company, Inc., also of New York, to conduct a greeting card business. Mr. Poole is president and Mr. Ramsdell secretary and treasurer. Mr. Ramsdell continues with the People's Home Journal.

#### Julian Languer with Lazarnick Studios

Julian Langner, formerly vice-president of Lejaren à Hiller, commercial photography, New York, has become associated with N. Lazarnick, commercial photography, also of New York, in charge of the division of photographic illustration.

#### Jacob L. Levy Dead

Jacob L. Levy, president of Levy Brothers and Adler-Rochester, Inc., Rochester, N. Y., clothing manufacturer, died at that city on December 20. He was founder of the Levy Brothers Company and had recently been elected vice-president of the Rochester Clothiers Exchange for the sixth consecutive time.

#### "Photoplay" Appoints H. J. Donohoe

Herbert J. Donohoe, during the last five years with the Brewster Publications, Inc., and Rufus French, Inc., has joined the advertising staff of Photoplay, New York. He will cover New York, Philadelphia and Southern territory.

#### Floyd Y. Keeler Made Partner of Orvis Brothers

Floyd Y. Keeler, formerly vice-president of Frank Seaman, Inc., New York advertising agency, has been made a partner of Orvis Brothers & Company, investment securities, also of New York. He has been with this company since the early part of 1924.

#### B. U. Baker Joins The Wahl Company

Benjamin U. Baker, formerly with Walter E. Hardy, Inc., Chicago advertising agency, has joined The Wahl Company, maker of Eversharp pencils and Wahl fountain pens, Chicago, as assistant advertising manager.

#### R. M. Mitchell Appointed by Cone, Rothenberg & Noce

R. M. Mitchell has been appointed representative in the Kansas City, Mo., territory for Cone, Rothenberg & Noee, Inc., publishers' representative. THE ASTURBAT EVENING POST

## A statement by the owners of the Stutz Motor Car Co.

Messrs. Charles M. Schwab, Eugene V. R. Thayer, Carl J. Schmidlapp are now the largest stockholders in the Stutz Motor Car Company of America, Inc.

Not only have they invested a large amount of their own money in this company, but they have contributed much of their time to the formation of its present organization.

It is their intention to maintain both their monetary and their personal interests therein.

With the men associated with them, it will be their earnest endeavor to make the Stutz Motor Car Company one of the leading automobile companies of America in stability and progressiveness.

In the next issue of this publication there will appear a presentation of a remark able new automobile which we are sincerely convinces will set new standards in impass car engineering and performance.

PETIOTE MOTOR CAR COMPA OF WHITE ME

A national advertiser served by

# The EUGENE MGUCKIN Company

1211 CHESTNUT STREET PHILADELPHIA

ADVERTISING

#### Making Advertising a Star Act at the Sales Convention

Some Ways of Teaching Salesmen to See the Manufacturer's Advertising in Its True Light

CHICAGO, ILL., DEC. 2, 1925. Editor of PRINTERS' INK:

Editor of PRINTERS' INK:

At our saless convention next month we plan to devote one of the half-day sessions to a presentation of next year's advertising. Most of the emphasis at this session will be placed on showing our salesmen two things: 1, that the advertising is built to help them and our dealers sell; and 2 that it really gives them splendid coverage of the market for our products.

During the last year we have nearly doubled the number of our salesmen. This intensifies the need of thorough and impressive presentation of the advertising. Our aim is to make advertising a headline act at the convention if possible.

Can you suggest methods of doing

headline act at the convention if possible. Can you suggest methods of doing this? How can we make the salesman grasp the enormous coverage of our advertising? Circulation figures are apt to mean nothing to salesmen, we have about concluded. Merely to tell them that we reach 200 million readers will not kindle much enthusiasm. Isn't there some way of sugar coating circulation figures with interest and clothing them with vitality?

W HY should a salesman take an interest in advertising? Why should he attempt to understand it? Why should he be expected to make a place for it in

his tool kit? The answer to those questions is obvious, of course, to almost any sales or advertising executive. Perhaps it is too obvious. At any rate, there is some danger that sales and advertising executives will think that the answer ought to be self-evident to everyone. When the advertising manager rises at the sales convention to explain the company's advertising to the sales force it is a mighty good rule to take few things for granted.

Nine times out of ten, the salesman knows just as much about advertising as has been taught to him by someone who has worked with advertising, knows how it operates and knows also how to present facts in an understandable

More than one convention session has been wasted by ignoring a few details that will make or

break any expository talk. In the first place, salesmen who must listen to a speaker ought to be made comfortable but not so comfortable that they have to struggle to stay awake. The convention hall or room needs to be well ventilated and not overheated. Some manufacturers have put smoking rules into effect during talks at their conventions. no-smoking rule can be enforced if men are allowed to smoke for a few minutes between long talks. If they have a chance to get up and stretch and talk things over among themselves for a minute or two once in a while, it does away with a lot of fidgeting and moving about while a speaker is doing his level best to drive home and clinch some really important point. Those are details, to be sure, but they are important enough to be costly when they are not observed.

For the man who can discover convincing means of making salesmen get something approaching an accurate conception of what circulation figures mean, there is a rich reward waiting. When the advertising manager tells the sales force that the company is buying 200,000,000 circulation what does it mean? Not one of the salesmen visualize that number of people. However, perhaps some of them have seen football games attended by 75,000 people. It may help them to think of 200,000,000 readers if they can picture 2,300 Yale Bowls crammed to the brims. Ask a salesman to reflect for a minute on the buying power repre-sented by one Yale Bowl holding a capacity crowd and then multiply it by 2,300. That's what 200,000,000 circulation ought to mean to him.

Perhaps that will suggest other comparisons with familiar or halffamiliar objects to take circulation figures out of the dull-as-ditchwater class.

Naturally, the circulation figure

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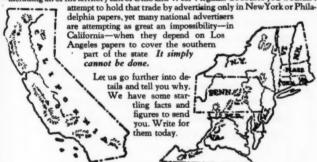


## Why Attempt the Impossible?

IF you are interested in tapping the great Southern California territory, get this one fact fixed firmly in your mind—you need local city papers to accomplish your purpose.

California covers as many square miles as the Eastern States from Maine to Virginia
—including all of the territory east of Ohio and West Virginia. Of course you wouldn't

New York or Phila-



#### DAILIES DIVISION

#### Southern California Editorial Association

515 American Bank Bldg., Los Angeles, California

These papers are members of the "Golden Circle" list:

Anaheim Bulletin Brawley News Burbank Review Calexico Chronicle Colton Courier Corona Independent Fullerton Tribune Glendale Evening News Hollywood Citisen Huntington Parkl Signal Inglewood News Monrovia News Ontario Report Orange News Ornard Courier Redlands Facts Riverside Enterprise Riverside Press San Bernardino Sun San Pedro Pilot Santa Ana Register Santa Maria Times Santa Maria Times Santa Maria Times Santa Paula Chromicle Ventura Post Whittier News Yuma [Ariz.] Sun

# 29% increase in radio subscribers

Four months ago 250 advertisers of radio sets and equipment were covered with one or more subscriptions to the PRINTERS' INK Publications.

Today 324 advertisers in this important industry can be reached through the PRINTERS' INK Publications—an increase of 29 per cent in coverage in the short space of four months.

Increasing coverage of the radio advertisers is just another indication of the thoroughness of the PRINTERS' INK method of handpicking its subscribers from among the buyers of advertising in all industries.

## Printers' Ink Publications

185 Madison Ave., New York

that means most to a salesman is that for the territory in which he has to make his bread and butter. Sometimes that figure is available; sometimes it is not. If the national advertising is to appear in newspapers, this is an easier thing, perhaps, to accomplish.

It may be better to stick to showing circulation figures for zones or branch territories rather than to go into the details of splitting circulation down to show coverage in an individual salesman's terri-

tory. By all means some comparison should be made between what the company is going to do during the coming year and what it has done That should help in the past. convince him that he is getting more support rather than less. Comparison between the company's advertising and the advertising of competitors may be useful when the balance is in the right place. The advertising manager who will divide the cost of space in any publication he is using by the circulation of that publication can show (and it is something of a surprise to many salesmen) how small an amount it costs to talk via advertising to each individual in his market. As soon as a salesman thinks in terms of how little instead of how much advertising costs, he has rounded a significant corner. Not a few salesmen, until they learn better, think that the amount invested in advertising might be added to their pay or given in discounts to dealers.

Charts, tables, displays and illustrations all tend to make the explanation advertising a matter of seeing as well as of hearing. Consequently they are valuable when they are not complicated.

Some advertisers distribute questionnaires to their men at conventions. These are filled out at the end of talks and handed in for grading. That stunt keeps the salesman alert to what is going on, and at least a part of the data he has written sticks with him long after the convention. Others merchandise the facts and figures regarding the advertising to their salesmen by means of bulletins,



letters and other mailing pieces after the convention has closed. The subject is brought to their attention periodically throughout the

vear

Salesmen must be taught to realize that the aim of the company's advertising is not to make their work easier but on the contrary to enable them to accomplish more. The advertising manager who can make the salesmen know him as an ally who understands them, will go farther than the manager who tries to dazzle them with his superior knowledge of advertising technique. As soon as the advertising manager begins to see the question of presenting advertising to the convention through the salesman's eyes, the need for sugar coating begins to dwindle like a mill pond during the January thaw.—[Ed. PRINTERS' INK.

#### George Peek Transferred

George Peek, who has been a salesman with the Chicago office of The Capper Publications, will be transferred to the New York office of that organization, effective January 1.

#### Advanced by American Lithographic Company

H. Paul Warwick has been appointed sales manager of the commercial sales division of the American Lithographic Company, New York. He was formerly manager of the Southern district and, for the last three years, has been assistant sales manager, in charge of sales promotion.

K. L. Bridges becomes responsible for sales promotion activities. R. P. Robison was appointed New York office

F. H. Kreamer continues as sales vice-president and, in addition, will act as assistant to the president.

#### C. B. Donovan, Space Buyer, Hoyt Agency

C. B. Donovan, who has been with the Charles W. Hoyt Company, Inc., New York advertising agency, for fifteen years, has been appointed space buyer. He has been in charge of the trade promotion department.

## Casper, Wyo., "Tribune" and "Herald" Consolidate

The Casper, Wyo., Tribune, an evening paper, has taken over control of the Morning Herald of that city. Both papers will be continued, issuing a combination edition on Sunday.

Twenty-five Most Brilliant Copy Writers Have Written This Book

## MASTERS OF ADVERTISING COPY

PRINCIPLES AND PRACTICE OF COPY WRITING ACCORDING
TO ITS LEADING PRACTITIONERS. INCLUDING:—

Joseph H. Appel Bruce Barton Humphrey M. Bourne Harry E. Cleland George L. Dyer F. R. Eeland Frank Irving Fletcher J. K. Fraser Claude C. Hopkins
John Lee Mahin
Theodore F. MacManus
Ben Nash
Wilbur D. Nesbit
O. A. Owen
James Wallen
Helen Woodward

Edited by J. George Frederick

"If the 25 experts whose names are printed in the table of contents of "Masters of Advertising Copy" were scheduled to speak at an advertising convention on the subjects which they discuss in this book, every advertising man would be asking himself the question, "Can I afford to stay away?"—not "Can I afford to go?"—James Melvine Lee, in Editor & Publisher.

The volume is a splendid sample of modern book-printing art.

The price is \$5.00 postpaid.

FRANK-MAURICE, INC., PUBLISHERS
15 West 37th St., New York

#### The Butter and Egg Man Eschews Oleo

LOCATIONS OTHER

J. G. CHERRY COMPANY,
CEDAR RAPIDS, DEC. 17, 1925.

It is quite evident from your article
on page 186 of the December 3 issue
regarding the butter and egg men, that
your education has been sadly neglected.
You suggest their using the name of
"oleo-ovarian."

To he correlie

"oleo-ovarian."

To be certain we have you with us a bit longer, we must warn you never to refer to a butter man as having any connection whatsoever with oleo. Its use, as applied to his industry, is simply courting buckets of trouble. He has no respect for and can see no reahas no respect for and can see no reason why there is any excuse for the
existence of this food substitute.

J. G. CHERRY COMPANY,

W. R. McEwen,
Advertising Manager.

#### D. M. Stoneglass Joins Procter & Collier

Dan Marcy Stoneglass has joined the copy and service staff of The Procter & Collier Company, Cincinnati advertising agency. Mr. Stoneglass was at one time assistant advertising manager of the American Book Company. More recently he has been with the New York office of the E. H. Clark Advertising Agency and with Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwanker Milwankee.

#### David C. McCutcheon Dies

David C. McCutcheon, fifty-four, founder of the Mercantile Publishing Company, Pittsburgh, Pa., publisher of the McCutcheon Service, died at that city on December 20. He had been manager of the Bulletin and Index, of Pittsburgh and at one time was president of the Pittsburgh Press Club.

#### M. J. Newton Joins Green, Fulton, Cunningham

M. J. Newton, formerly with the Chicago office of the H. E. Lesan Ad-vertising Agency, has joined the staff of The Green, Fulton, Cunningham Company, Chicago advertising agency.

#### Kansas City "Journal" and "Post" Appoint Representative

The Kansas City, Mo., Journal and Post have appointed Lorenzen & Thompson. Inc., publishers' representative, as their national advertising representative.

#### George E. Fowler Dead

George E. Fowler, general manager of the Columbus, Ohio, Dispatch, died at that city on December 19, at the age of fifty-one.

## Good Copy

can be built so well that the 500th piece pulls harder than the first.

HAWLEY ADVERTISING COMPANY INC.

95 MADISON AVE. NEW YORK CITY

## Real Silk Hosiery Case Dismissed by Trade Commission

Washington Bureau of Printers' Ink
THERE are two rather unusual phases in the recent dismissal by the Federal Trade Commission of its case against the Real Silk Hosiery Mills. In the first place, the case illustrates perfectly the Commission's new policy of accepting stipulations; it also shows the determination of the minority to punish by way of publicity. However, in the dissenting opinion of Commissioner Huston Thompson, which is made public, there appears to be a dawning realization of the respondents' rights.

In its final consideration of the case, it appeared to the Commission that the record failed to prove any of the practices charged in the complaint, except those which referred to the circulation of false and misleading advertising, and reprints of the same which were furnished to salesmen. According to the Commission's order of dismissal, the respondent advertised that it produces its own silk in Japan, that it possessed a greater capacity to produce hosiery than it actually possessed, and that the volume of hosiery it produced was greater than the amount of its actual volume.

In regard to these, the respondent stipulated that it made use of such practices for a time, but had abandoned the use and would never again resume them. The order, therefore, concludes that there is no longer any public interest in further action, and dismisses the case.

Commissioner Thompson, in his statement which is given to the press, says that he is in accord with the majority of the Commission in dismissing the complaint as to all matters except the misrepresentations in advertising. Mr. Thompson's dissenting opinion then admits that the particular advertisement objected to was carried but once in a national medium of large circulation, but it

is claimed that the respondent had reprints made of it and enclosed the reprints in books which were carried by his salesmen and were used by the salesmen in their talks to customers, and concludes:

to customers, and concludes:

"In fact, it appeared at the time of the argument before the Commission, that the sales books carried this reprint up until the time of the taking of testimony in the case. As the facts were not true and as the statements contained assertions practically similar to those condemned in the case of Sears, Roebuck & Company v. The Commission, I am unable to differentiate the reason for issuing an order in the latter case and not in the instant case."

In the Sears, Roebuck case, also, the actions complained of were past history and had been abandoned by the company for some

#### Paul H. Nystrom to Direct Columbia Marketing Course

A course in marketing will be added to the curriculum of the School of Business of Columbia University, New York. Professor Paul H. Nystrom will be in charge. He has been director of the Retail Research Association, New York. At one time he was director of trade research for the United States Rubber Company.

#### Cincinnati "Times-Star" Appointments

The Cincinnati, Ohio, Times-Star has appointed Martin L. Marsh as its Eastern advertising representative, with offices at New York, and Kellogg M. Patterson as its Western advertising representative, with offices at Chicago. Mr. Patterson has been Western manager of the L. H. Crall Company for the last six years. These appointments are effective January 1.

#### New York Agencies Merge

The Lawrence C. Gumbinner Advertising Agency, and the L. S. Goldsmith Company, advertising agency, both of New York, have merged. Pending the completion of a new corporation, the two agencies, although operating as one, are using their own names.

#### Todd Barton with Connecticut Newspapers

Todd Barton, formerly with the business office of the New York Times, has been appointed business manager of The Bridgeport Herald and Waterbury Herald.

# WANTED A Man Who Knows ADVERTISING

AND HOW TO SELL IT AS WELL

He is probably between 25 and 35 years old, a successful agency contact man or printing salesman, dissatisfied with his present connection and desirous of joining a progressive organization where he can broaden his experience, make full use of his knowledge and ability, and earn for himself the greater financial rewards that naturally follow.

He is capable of intelligently and productively following up inquiries, opening new accounts, giving his clients a complete creative and advisory service, and selling quality OFFSET DIRECT ADVERTISING MATERIAL at a price commensurate with its worth.

In his new connection, he will be supported by a highly competent inside organization and well balanced advertising and sales promotional campaign (including full colored inserts in Printers' Ink Monthly and direct-by-mail)

He will write, giving us full particulars concerning himself.

Only written applications will be considered.

#### THE STUBBS COMPANY

Complete plant devoted exclusively to COLOROFFSET ADVERTISING

Home Office

#### DETROIT

Buffalo

Cleveland

Pittsburgh

Chicago

#### Is the Open-Door Policy Displacing Exclusive Dealers?

(Continued from page 8) of either of these lines is a good thing for a retailer. If the dealer could be permitted to capitalize on the manufacturer's name and line, for the general good of his store, without taking on any obligations as to stocking certain amounts of the merchandise, the arrangement would be all that could be desired-from his standpoint. But it would not be so good for the manufacturer. The man who makes the clothes must have volume or he cannot continue making them. It would be folly for him to build up a demand for high-class goods and then sit back and let the dealer have all the say as to the quantity he is going to sell. The manufacturer naturally and properly pounds the dealer for volume. This is part of the price the dealer has to pay for his ex-clusive representation. He protests, of course—an every-day habit of many who seem to think the manufacturer has to bear all the burden. But he cannot get around the necessity.

It is betraying nobody's confidence to say here that some of the big clothing manufacturers who have built up their businesses on exclusive dealer representation are not at all sure, under conditions as they exist today, that the system is sound. There are some unmistakable indications that would tend to make an outsider believe they are working toward more general retail distribution.

The case of Hart Schaffner & Marx is interesting in this connection. PRINTERS' INK has told how this great clothing manufacturing firm has carefully picked its dealers in each town. Each selection is made on the basis of the dealer's ability to carry out the manufacturer's ideas and ideals. Both work together for the mutual good and the relationship is consistently profitable. The Hart Schaffner & Marx firm is

## The Tucker Agency

Incorporated

Authorities differ as to the percentage of waste in advertising. For some lines it is placed as low as 20%, for others as high as 80%

Untruthfulness, stating facts too glowingly, claiming beyond what is reasonable, failure to secure attention, and failure to interest the reader are all recognized as negative influences. Reducing the percentage of waste is the next big task to be accomplished. This Agency has volunteered in this cause

## The Tucker Agency, Inc.

303 Fifth Avenue, New York Telephones: Caledonia 3047

looked upon as perhaps the country's outstanding example of successful merchandising of clothing with exclusive dealer representation. Kuppenheimer is not far behind. But here is what is happening, owing to the firm's need for volume:

In Chicago, the official Hart Schaffner & Marx dealer is Maurice L. Rothschild & Company, one of the big State Street stores. But there are more than fifty other clothing stores in Chicago that handle Hart Schaffner & Marx goods. Go into Salem Baskin's store (Mr. Baskin recently resigned from B. Kuppenheimer & Company to buy an interest in Foreman's, a big Loop retail establishment which he now manages) and you will see Hart Schaffner & Marx display signs prominently placed. Visit other downtown and outlying stores and similar signs will be encountered.

The only difference in the way Rothschild handles Schaffner & Marx clothes is that he is allowed to advertise his store as the headquarters for the line. Mr. Baskin and others can display the merchandise in their stores and windows. They can employ all the conventional selling methods with the exception of printed advertising. And even in this they can refer indirectly to the Hart line, using some such expression as "all bearing the celebrated label that is your guarantee of com-plete satisfaction." The foregoing expression within quotation marks is taken from a recent Foreman newspaper advertisement, offering Hart Schaffner & Marx over-

This method pursued by Hart Schaffner & Marx seems to be about the best solution of the exclusive dealer proposition that the clothing manufacturers have been able to work out up to date. It is mentioned here to illustrate the inherent weakness of the plan even in the case of an outstanding manufacturing firm such as this which apparently has made such a great success in handpicking its retail outlets.

Why doesn't Hart Schaffner &



Winter is urging many people to go South. By automobile and rail, thousands are coming to the Mississippi Coast—the "Riviera of America."

Why not influence the Winter buying of this group—along with the many prosperous home-folks now reached—through the advertising columns of The Daily Herald, the wide-awake newspaper that "Covers The Coast"?

## THE BAILY HERALD

Gulfport Mississippi Biloxi GEO. W. WILKES' SONS, Publishers

## call

Call us on the phone [Caledonia 6076] or call and see us personally [or write]. We have good ideas for advertising literature & examples to show.



CURRIER & HARFORD L<sup>1d</sup>
Selective Advertising
27 East 31 New York Cal 6076

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Marx let the bars clear down and allow everyone of its fifty or more Chicago retail distributors to advertise the line as does Maurice L. Rothschild? This would be the logical procedure were it not for one thing. If fifty Chicago dealers who now sell this clothing were allowed to advertise it, there would be nothing to prevent them from getting into a price-cutting war and from using the branded clothing purely or mainly for price-advertising purposes with the object of getting people into their stores.

They can cut the price now if they so desire, as some of them do. But advertising the cut prices and identifying them with the goods is quite another thing.

The big clothing manufacturers have quite a touchy question to decide here. Their problem is not unlike that of the International Shoe Company. And there are some leading retailers who, in conversation with this writer, predict that it eventually will be solved on very much the same basis. In other words, merchandising conditions have arisen in the last three or four years that bring up the serious question as to whether exclusive dealer representation is economic even in the clothing field.

The simple fact seems to be that in clothing, shoes, hosiery and similar lines the manufacturer needs more outlets than he can get through the exclusive dealer. If he hammers his dealer too hard for volume the dealer rebels. If he does not get volume, he suffers. The obvious outcome would seem to demand doing away with the exclusive dealer, or at least a modification of the present system.

Some leading clothing makers have lately been considering the advisability of putting out their merchandise under two or three different names, each being plainly identified with the general firm name so that the origin of the clothing could be readily known. They borrow the idea, of course, from the hat manufacturers. Little or no progress has been made, inasmuch as the scheme, despite cer-

tain clean-cut advantages, has weak points that even the novice can see.

#### A MATTER OF SELF DEFENSE

Dealers, as well as manufacturers, are doing a great deal of thinking about this problem. And advertisers, from a simple standpoint of self-defense would do well to consider what the net result of the dealer's consideration The trend of the rereally is. tailer's thought is unmistakably to the detriment of branded goods. The advertising Pollyannas may, as usual, be expected to rise in wrath and characteristically deny the accuracy of this statement but it is true, nevertheless.

A typical expression tending to bear it out comes from the Derz-Bodenhouse Company, a large St. Joseph, Mo., retail clothing house.

"We won't have branded clothing in our store," the manager of this firm says, "even though we know it would sell readily and give us a certain amount of prestige. If we could have it with full advertising rights and without exclusive representation, our attitude might be different. But we do not care to undertake to produce the selling volume necessary to enable us to buy the quantity of merchandise we would have to buy if we alone had these lines."

No fault is to be attached to advertising because of these expressions, although some may choose to interpret them in that way. The advertising part is sound enough. A more nearly accurate view would seem to be that exclusive dealer representation, in certain lines at least, imposes a wholly uneconomic burden on advertising that prevents it from functioning to the full extent of its powers as a producer of volume.

Shall the manufacturer abolish exclusive dealer distribution as a drag on the productiveness of his advertising? The answer, in the view of many people who are giving the question careful study, would seem to depend on whether he wants to expand naturally and logically to the full limit of his possibilities. If he does, then it

## WANTED

# A Partner for an Advertising Agency

One of our clients is a leading New York Advertising Agency.

This agency has been in business many years. Its reputation and excellent record of service are known and respected throughout the advertising field.

Its finances and growth are in splendid condition.
It is a protestant gentile house.

It requires a partner who is able and experienced as an account executive.

The desired partner need have neither capital nor accounts. It is the man and his experience that are most desired.

Our client has no desire to absorb some executives accounts or some smaller agency. It is looking for a young account executive or a young man at the head of some smaller agency who with other young men now in the agency would like to earn the ownership of this agency.

Write me fully of your age, experience, nationality, and religion. Communicate through a third party if you wish.

We will not disclose our client's identity except to those who seem to fill our client's requirements. All communications will be held in strict confidence. Do not phone or call.

#### H. PRESTON COURSEN

Attorney-at-Law 165 Broadway, New York City

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#### SHATTERING ALL RECORDS!

During the first ten months of 1925

#### EVENING HERALD

made a greater gain in National Advertising over the same period of 1924 than all other Los Angeles newspapers, daily and Sunday included, combined.

REPRESENTATIVES
G. Logan Payno Co., 401 Tower Bidg.,
6 North Michigan Ave., Chicago, III.
H. W. Moleney, 804 Times Bidg., New York
A. J. Norris Hill, 710 Hearst Bidg., San
Francisco, Calif.

#### LITHOGRAPHED LETTERHEADS For \$1.25 PER THOUSAND

COMPLETE
IN 50M lots: 35M \$1.50; 12,500 \$1.75,
on our white 20 lb, Paramount Bond.
A Beautiful, Strong, Snappy Sheet.
No smaller quantities.
ENVELOPES TO MATCH, \$1.50 PER
THOUSAND

Booklet of Engratings on request.
GEORGE MORRISON CO.
425 East53rdSt., N.Y. City. Dept.T
TELEPHONES PLAza 1874-1875-1518
Brablished 1898
Incorporated 1905



## House Organs

We are the producers of some of the oldest and most successful house organs in the country. Edited, printed and mailed in lots of 1000 and up at 5 to 15 cents per name per month. Write for a copy of THE WILLIAM FRATHER MAGAZINE.

The William Feather Company 607 Caxton Building: Cleveland, Ohlo is thumbs down for the exclusive dealer.

"If I were selling automobiles," a representative of the Phoenix Hosiery Co., of Milwaukee, tells Printers' Ink, "I most likely should employ exclusive dealer representation. But it is difficult indeed to conceive of an item of general merchandise that could not best be handled by the open door route."

Theoretically, the limited dealer-ship idea is all to the good. Five years ago, when selling conditions were different, H. Black, a Cleveland garment manufacturer, told this writer he would rather confine his activities to 1,000 aggressive retailers vigorously co-operating with him in a sales and advertising way than have 5,000 selling his goods in the ordinary way. Were it not for considerations such as the small-and-often order habit, the necessity of getting volume, the need for sufficient re-tail competition and the growing tendency of leading retail stores to insist on building up prestige on their own reputation rather than that of the manufacturer. such an arrangement would be just about as near perfect as human undertakings ever get. But these things persist and intrude. They are positive forces that have to be considered.

There is not the slightest inclination here to argue in favor of indiscriminate distribution. Not one of the manufacturers contributing his ideas or experiences to this article would favor a condition of that kind, whatever may be his view as to the present effect of exclusive dealerships. It is generally admitted that there are too many retailers in the country. Wise manufacturers in certain lines are getting rapidly to the point where they really do not care to sell them all. They regard it as much better business to build up present customers rather than be reaching out, more or less blindly, after others. Customer turnover is a costly thing.

Nevertheless, there has to be a constant accretion of new customers. Otherwise, the machine

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gets rusty. When any arbitrary restriction, such as exclusive dealership in its expanded form, is placed upon the selling, the manufacturer's business cannot develop naturally. It may be nurtured and its growth may be forced. This is successfully done in many businesses. But the manufacturer, today, who is thinking strictly in economic terms wants to have his business so firmly rooted that he will not have to keep it in a hot house all the time. This is why he now is considering as never before ways and means of removing artificial elements. He wants steady growth with guesswork left

#### Hal R. Yockey Dead

Hal R. Yockey, who had been associated with the New Orleans Times-Picayune, for fourteen years, died at that city last week. During this period he served as reporter, city editor, director of national advertising and, more recently, as director of promotion. In connection with his promotion activities, Mr. Yockey was the author of "First Market of the Prosperous South." He had been in ill health for the last three years but, despite this handicap, he actively directed the merchandising activities of the Times-Picayune, conducting a national advertising campaign in its interest.

Before going to New Orleans, Mr. Yockey was engaged in newspaper work in Indianapolis, Oklahoma and Memphis. He was forty years of age.

#### Corona & L. C. Smith Companies to Merge

Plans are being made for the merger of the Corona Typewriter Company, https://documents.com/documents/figures/

#### Elevator Account with Bellamy-Neff Agency

The A. B. See Elevator Company, New York, has appointed the Bellamy-Neff Company, advertising agency of that city, to direct its advertising ac-

#### Pasadena "Sun" Appoints Benjamin & Kentnor

The Pasadena, Calif., Sun has appointed the Benjamin & Kentnor Company, publishers' representative, as its national advertising representative.

## **STICKERS**



(A) RITING a letter on a particular product? Just stick an illustration on the letter. We make the stickers.

Illustrated letters or circulars, beautiful posters, booklets, inserts, covers, labels-nearly everything in illustrated printing.

#### OFFSET GRAVURE CORPORATION

110 Seventh Avenue Long Island City, New York Tel. Astoria 7101

Wanted for New York City

#### Manager for large photo-engraving shop

Must be practical man with long experience, one who can take complete charge. Fine commercial half-tone and color work. Good salary for right State full particuman. lars.

#### JOHN CLYDE OSWALD

461 Eighth Avenue New York City

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## PRINTERS' INK

A JOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING Co., INC.
Publishers.

OPPICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND6500. President and Secretary, J. J. Romer. Vice-President, R. W. LAWERNCE. Treasurer. DAVID MARCUS. Sales Manager DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building, Gro. M. Kohn, Manager.

St. Louis Office: Syndicate Trust Building, A. D. McKinney, Manager.

San Francisco Office: 564 Market Street, M. C. Mogensen, Manager. Canadian Office: 92 Adelaide St., W., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00. Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 63 cents a line, Minimum order \$3.25.

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D. M. Hubbard
Russell H. Barker
Washington: James True
London: Thomas Russell

NEW YORK, DECEMBER 24, 1925

'Twas the week' Twas the Christmas, after Week after and all through Christmas the house the salesmen were stalling and wrinbrows, their wondering how to look busy without really Now these salesmen working. Don't think they were normal. were shirking, but everyone knows at this time of the year that sales just go dead from holiday cheer.

"Why should I waste my time making calls all this week?" asked one old-timer of the lowly and meek. "When this week's gone by I'll get in my licks. Time enough to break records in one nine two six. This year's shot its bolt," he said with a frown. "Don't bother the trade. Say, what show's in town? Now take it from

me, and I'm right on the square. You can run yourself ragged, all

you'll get is the air."
"I dunno," thought a doubting just one iota. "Looks like my chance to put a toe-hold on quota. If these birds figger there's no business at large, just let 'em park in their fav'rite garage. Maybe they're right, but here's my position: I can go do my stuff without competition. When other salesmen lay offa the job, my chances are better of ducking the mob that usually sticks round waiting for buyers, looking and feel-ing like a lotta flat tires. I may make some sales and I'll stir up my pep and start out the new year to build up a rep that I never could get, so far as I know, gunning for orders in some picture show."

Now which, gentle reader, will pile up commissions, the ethercone salesman who dopes his ambition, or the cub who makes every week fit in his plan of selling because he knows that he can?

Watch Retail Furniture Stores

Changes are taking place in the retail furniture and home furnishings store that should be carefully watched

by many national advertisers. There are national advertisers, for whom the furniture store is indeed a very logical outlet, who have neglected it. There is, of course, a reason for such neglect, and that reason is this: when those advertisers first started to get retail distribution the furniture store was almost unapproachable. manufacturer with his national advertising outlook and the furniture retailer who had lacked the opportunity to sell any type of nationally advertised product did not talk the same language. national advertiser went elsewhere. In speaking here of the national advertiser, we refer chiefly to the manufacturer of electrical household appliances.

While such manufacturers were creating new retail outlets, the retail furniture store has been at work developing two important as-

sets. The first is an understanding of national advertising. Furniture manufacturers such as the Simmons Bed Company have given the furniture retailer first hand experience with the subject. The second asset is ability to sell profitably on a time-payment basis. The furniture retailer was a pioneer in instalment selling. Probably no other retail field exceeds his in richness of background and experience on instalment selling, and experience is the thing that counts in successful instalment selling.

Curiously enough, it is a new commercial product - radio-that has really uncovered the furniture store for national advertisers. Within the last year, radio manufacturers have begun to chart their retail selling course and have been convinced beyond doubt that the greater part of their sales volume is dependent upon retail instalment selling. For that reason, the furniture store attracted the attention of radio manufacturers. But the furniture dealer saw possibilities in radio also. As public interest in radio increased, he saw the radio set being developed into an article of decorative furniture. Consequently he felt that he must and would sell radio.

Before many more years pass, radio is going to be in the same class as the automobile. It is going to have a social appeal. A consumer buys a Cadillac, a Lincoln, a Jordan, a Buick or Studebaker, because it gives his neighbors and friends an immediate standard by which to judge him. How do they get that standard? From the advertising matter they have read on those cars. Similarly the consumer will feel, that he will be judged by the radio set he owns. Consequently, neither the furniture store nor any other retail outlet will long be able to sell any other than nationally advertised radio sets.

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This means a wider education for the furniture retailer on national advertising that is invaluable to many advertisers. It will mean that not only will manufacturers of articles of furniture

be able to talk advertised products to the furniture retailer, but that makers of such trade-marked products as electric floor polishers, electric refrigerators, vacuum cleaners and electric ranges will be able to get a willing ear from the furniture retailer.

For all of this the makers of these types of articles should be especially thankful. Their prod-ucts are specialties, but specialties do not remain specialties eternally. If they are worth while, they become staples and staples cannot profitably be sold at specialty selling expense. The history of all merchandising shows that the specialty store does not last. Hence we say to the many advertisers that have avoided the furniture store: Watch it and help it develop into the big distributor of nationally advertised goods that it should be.

The vice-presi-Open-Door Policy

dent in charge of sales of one of America's Jarest paint companies always keeps his office door open. The men on the sales staff are told to approach him unreservedly on all matters in which they are interested. All of them are encouraged to ask for sales information and figures of any kind that they would like to see. Having picked his men carefully in the first place, this vice-president keeps no secrets from them. Many a slight misunderstanding which might later lead to trouble, is cleared up by a few minutes' talk in his office. Many officials of great manufacturing organizations are adopt-ing the open door policy. Instead of keeping aloof from the men who sell goods to the retailer, they encourage friendly, personal contact. The president of a big food company said recently that 90 per cent of the worth-while ideas concerning changes in his product, suggestions for markets and other ideas which led to greater sales have come to him because his office door is always open for any member of his organization to come in for a

De

friendly chat. This man, unlike many other chief executives, does not insist that a man should come to him with a specific problem. He would prefer it otherwise. A salesman who comes in to pass the time of day and talk for a moment about a new book, a new play, golf, fishing or any kindred subject is more at his ease and in a few moments gets around to business. He is much more likely to offer a real suggestion when he is at ease mentally and comes around to his business suggestion naturally, than when he is put to the necessity of stating his idea or suggestion the moment he enters the president's office.

When the president who keeps his door open keeps his mind open also, his office becomes a clearing house of ideas to keep the business young and aggressive, and to maintain the morale which welds an ordinary sales force into a fighting, resourceful staff of real business builders.

The advertising "Advertising manager for a Can't Sell Me Western business a Thing" that sells a great volume of canned fruits and vegetables travels upward of 35,000 miles each year. He makes every effort to put the time spent on Pullmans to good use. One of his pet diversions is to find out what fellow travelers think of his firm's advertising and of advertising in general without making his connection with advertising known. Often the opinions that he hears

are distinctly unfavorable. It worried him at first, he confesses, to find that many people while they admitted the general attractiveness of the advertising pages in the publications that they read, were quite positive in asserting that advertising had little or no effect on them. However, he has come to realize now that the individual who protests loudest that advertising does not sway him is unconsciously affected by it in his buying in countless ways.

This particular advertising manager has other means of knowing whether his firm's advertising is

read and acted on. Every morning's mail is weighted with inquiries that could have their origin only in the company's advertising copy. His sales records prove conclusively that buyers are turning more and more toward products that are nationally advertised because consumers have at last come to the full realization of the fact that poor goods can't stand the spotlight afforded by good advertising.

It is the most natural thing in the world that the manufacturer who is investing money in advertising should make inquiry as often as possible as to what effect his advertising is having. Likewise it is the most natural thing in the world that the individual questioned, when he does not know the identity of the inquirer, should stoutly affirm that he buys on the basis of his own sound judgment and his inborn ability to know merchandise. Which is, plainly speaking, the bunk. Not one purchaser in fifty knows merchandise.

The simple fact of the matter is that the purchaser in this day of highly specialized tasks must rely largely on what the advertiser tells him about the merchandise offered. Whether the buyer knows it or whether he is unconscious of it, that advertising, so long as he reads it, affects him and his buying.

The manufacturer who goes hunting for impressions regarding his advertising is bound to learn much that will be useful to him. He is exposing himself to ideas, the rarest of intangibles. But he ought to go out knowing well that the man on the street is an imperious fellow. Sell him anything? No, sir, he buys! Makes up his own mind and admits that in a good many fields he is something of an expert. When he says that advertising doesn't touch him he isn't belittling advertising. He is simply letting his ego spread it-self a bit. It's a good thing to remember that and go on selling him just the same in the only way that great masses of people can be sold quickly and economically.

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# Prove Your Point

Back up what your salesman says with proof that convinces. The right picture will prove your point in the clearest, easy way.

We offer the services of an experienced technical staff, highly skilled by ten years of preparing promotion material, directed by sales promotion ability of high calibre and governed by sound ideals.

# Newspapers Film Corporation

217 West Illinois St., Chicago, Illinois

New York Representative, 100 East 42nd St., Ashland, 8087 Still and Motion Pictures—Animated Drawings—Screens—Slides

# Advertising Club News

## Eastern Industrial Advertisers Elect Officers

At the December meeting of the Eastern Industrial Advertisers' Association, held at Philadelphia, N. S. Greensfelder, of the Hercules Powder Co., Wilmington, Del., was elected president. Other officers chosen were: D. J. Benoliel, International Chemical Co., ident. Other officers chosen were: D. J. Benoliel, International Chemical Co., Philadelphia, vice-president; A. B. Harvey, J. E. Rhoads & Sons, Philadelphia, secretary, and J. D. Capron, U. S. Cast Iron Pipe & Foundry Co., Burlington, N. J. Trasurger.

Iron Pipe & Foundry Co., Burlington, N. J., treasurer.

The following were elected directors: W. J. Chandler, Lehigh Portland Cement Co.; H. D. Elvidge, Martin Parry Corporation; H. F. Marshall, Warren Webster & Co.; R. B. Savin, S. S. White Dental Mig. Co.; G. J. Clautice, Lyon Conklin & Co.; A. F. Hartranft, Reading Iron Co.; J. Rhoads, J. E. Rhoads & Sons, and S. H. Yorks, Beth-

Rhoads & Sons, and S. H. Assac, lehem Steel Co.
W. S. Hays, of the National Slate Association, is chairman of the program committee, of which R. B. Cook, David Lupton's Sons Co., and F. C. Weber, Keasby & Mattison, are members. Mr. Benoilel, vice-president, also is chairman of the membership commit-tee, which includes E. F. Carley, E. I. du Pont de Nemours & Co., Inc., and L. W. Arny, Leather Belting Exchange.

# Denver Club Hears Talk on Political Advertising

E. R. Harper, former lieutenant governor of Colorado, spoke at a recent meeting of the Advertising Club of Denver, Colo., on "Popularizing Candidates." Advertising each year is playing a more important role in politics, according to Mr. Harper.

"Personality has its part in the popularizing of a candidate, but it is the trained advertising worker who eventuation."

trained autorial ally makes a candidate succesurisuccessful," Mr. Harper said. candidate successful or

# Birmingham Bureau Elects Officers

At a recent meeting of the board of directors of the Birmingham, Ala., Better Business Bureau, Reid Lawson, of Reid Lawson, Inc., jewelers, was reelected president.

Three vice-presidents were elected:
M. V. Joseph, representing the merchants; M. H. Sterne, representing the financial field, and Dr. Roy Hershey, representing the public. Morton Simpson was elected treasurer.

## Organize Club at Hibbing, Minn.

An advertising club has been organized at Hibbing, Minn. C. C. Edwards, manager of the local J. C. Penney store, is temporary chairman,

# Cobb, Kaltenborn and Crawford Address Sphinx Club

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There were three principal speakers at the meeting on December 15 of the Sphinx Club, of New York. They were Irvin S. Cobb, H. V. Kaltenborn and W. S. Crawford. The meeting, which marked the one-hundred and ninety-fourth gathering of members, was presided over by William H. Rankin, vice-president, and had an attendance of about 200 representatives of various advertising interests.

Mr. Cobb, as a recent recruit in the There were three principal speakers

various advertising interests.

Mr. Cobb, as a recent recruit in the ranks of advertising copy writers, outlined the principles which he believed

lined the principles which he believed were essential to producing good copy. Following the presentation of each of these essentials, Mr. Cobb told a humorous story which illustrated the point of his suggestions. His speech, in part, appears elsewhere in this issue.

Mr. Kaltenborn, of the Brooldyn Daily Eagle, emphasized the important work which advertising is performing in unifying the great variety of peoples which make up the American commonwealth. Referring to a recent trip through the lands of the Mediterranean, Mr. Kaltenborn said he was amazed at the evidences of American exporting evidences of American exporting activities.

As an instance, he referred to a visit to the Minister of Agriculture of Egypt, whom Mr. Kaltenborn found an enthusiastic advocate of American goods.

The objects of the Imperial Economic Committee were briefly outlined by W. S. Crawford, of London, who is a member. It is the purpose of this committee to market the Empire's goods within its dominions, to study economic conditions and then to find out how the information thus gained may be utilized.

utilized.
"For the first time," Mr. Crawford said, "Great Britain, cemented in tradition and in method, took up something that Americans stand for and put its approval upon, took governmental measures for studying advertising. I believe we are on the high road again to success, because a Government that can do that, can surely feel the spirit of youth within it."

# Advertising Course for Des Moines Club

The Des Moines, Iowa, Advertising Club, plans to start a night class in advertising. The course, which will in-clude between twenty-five and thirty lessons, will be conducted by various members of the club. members of the club.

# Heads Fort Worth Club

Carroll S. Moore, head of the Moore Advertising Company, Fort Worth, Tex., has been elected president of the Fort Worth Advertising Club.

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### McClure Analyzes Work of National Commission

A detailed outline of the work of the National Advertising Commission was given before trade group executives of the New York Advertising Club in an address last week by W. Frank McClure, chairman of the commission acts as a clearing house for the various trade groups of the Associated Advertising Club of the World.

Clubs of the World.

Mr. McClure, who is vice-president
of Albert Frank & Company and
whose headquarters is in Chicago, was
introduced by Frank W. Harwood, vicepresident of the New York club. As
an example of the commission's work
in gathering facts and conducting surveys of the entire advertising business,

McCluse referred to a booklet preveys of the entire advertising business, Mr. McClure referred to a booklet prepared by Frank Leroy Blanchard, "Facts About Advertising Mediums," which is distributed by the commission to schools and colleges and other places where advertising knowledge is being disseminated.

It is the particular object of the commission this year, Mr. McClure said, to help local clubs establish and operate trade groups on an effective

# Buffalo Bureau Elects Officers

Arthur P. West has been appointed secretary and manager of the Buffalo Better Business Bureau, Inc., succeeding John N. Garver, who has joined the staff of the National Better Business Bureau. Mr. Garver, however, is retained as one of the directors of the

Buffalo bureau. Mr. West v West was formerly with the Better Business Commission.

He has been temporary manager of the Buffalo office for a few months. The Buffalo Bureau has elected Frank B. Baird, president, Lewis T. Harriman, vice-president and J. F. Schoellkopf, Jr., treasurer.

# L. L. Northrup, President, Agate Club

L. L. Northrup was elected president L. L. Northrup was elected president of the Agate Club of Chicago at its annual meeting last week. Other officers elected for 1926 were: R. G. Chapeck, McCall's Magasine, vice-president; Juilan R. Norris, North American Review of Reviews, secretary; Fred Klaner, Ir., Macy & Klaner, treasurer, and F. P. Ives, People's Home Journal, assistant secretary. secretary.

# E. S. Paret, Treasurer, Poor Richard Club

Edward S. Paret, of the Biddle-Paret Press, at a special meeting of the board of directors of the Poor Richard Club, Philadelphia, was elected treasurer, to fill the vacancy caused by the resignation of John M. Fogelsanger.

# Heads New York Advertising Legionnaires

At the annual meeting of the New York Advertising Men's Post of the American Legion, Walter T. Leon was elected commander to succeed William

r. Hamann.
Other officers elected were: First vice-commander, W. G. Ryan; second vice-commander, Gerrit V. I. Weston; third vice-commander, James A. Brewer; finance officer, Albert E. Hearn; adjutant, George Bohlen; historian, Bernard A. Grimes, and sergeant-at-arms, James A. Burrell.
The following

A. Girimes, and sergeam.

A. Burrell.

The following were elected members of the executive committee: Stephan Brigham, Samuel Stebbins, Herbert W. Moloney, Earl Salley and Mr. Hamann. Charles C. Green, president of the New York Advertising Club, at a previous meeting extended an invitation to the post to hold its meetings at the club house. It was unanimously voted to accept this invitation.

## Sales Plans Must Not Overlook Suburbs

Sales managers must not overlook the importance of the change which is taking place in the rapid growth of suburban communities, according to George M. Graham, vice-president of the Chandler Motor Car Company. Speaking before the Rochester Ad Club, Mr. Graham termed this change "the decentralization of the American city" which, he explained, represented the development of suburban communities having their own schools, banks, firehouses, etc., and being to all intents and purposes small cities in themselves.

A means must be found. Mr. Graham Sales managers must not overlook the

A mean must be found, Mr. Graham said, of selling to these outlying dis-tricts where increasing purchases are being made because of the difficulties brought about by congested traffic in the downtown sections of the cities.

Don't Overlook Simple Appeals in Copy

In Copy

In Copy

Nowadays there is a strong tendency toward excessive use of complex and psychological appeals in advertising, according to Douglas F. Kingston, of Barton, Durstine & Osborn, Inc., who addressed a recent meeting of the Greater Buffalo Advertising Club. His topic was "Mr. Ad Man, Eye, Ear, Nose and Throat Specialist."

Mr. Kingston, in the course of his remarks, developed the thought that, in view of present-day tendencies, it might be good advertising sense to occasionally get back to the simple and rather obvious copy idea of appealing directly to the elementary senses of mankind.

mankind.

# Toledo Bureau Incorporated

The Toledo, Ohio, Better Business Bureau has been incorporated. Homer E. Frye, manager, and Percy R. Tay-lor, attorney, are named as incorpo-

# The Little Schoolmaster's Classroom

THE Schoolmaster recently clipped two advertisements, one from a newspaper, the other from a business paper, which, while they may seem to be totally unrelated have, at least in the Schoolmaster's mind, a very definite relation.

The newspaper advertisement is for Drake's Cake. It is headed, "Folks certainly do appreciate the way Drake's are publishing their recipes." Beneath is a recipe for Drake's Cocoanut Layer Cake, so arranged that the average woman can make a sample right in her

own home.

The Schoolmaster doesn't have to go so far back in advertising history to remember the days when "competitive trade practices" would have landed the advertiser who dared run such an advertisement in a choice cell in the institution for those suffering from nervous breakdown.

The second advertisement is for Daniel Green Comfy Slippers and is headed "A Friendly Warning." It points out that the word "Comfy" is the legal property of the Daniel Green Felt Shoe Co., and that certain advertisers have been using the name illegally. Instead of mounting the rostrum and proceeding red-headedly to tell the world that "if the thing isn't stopped something pretty drastic is going to be done and don't you forget it" the company merely points out the infringement and closes with this line, "May we ask our friends to help us guard against this misuse of our property?"

Shades of B. V. D.! An advertiser, whose trade-mark is being infringed, is actually cool, calm and even friendly in his warnings. There are no bold threats and no attempt to shake a law-suit in the face of the quivering infringer. Yet to the Schoolmaster the advertisement seems far more effective in its firm but friendly tone than the fevered anguish that marked every such advertisement

not so many years ago.

Dealing with two widely separated subjects, these advertisements nevertheless are basically linked in that they give evidence of the new day in business. Progressive advertisers have ad-vanced beyond the point where they find the big stick a necessity or where they feel that every plant process must be carried on behind closed doors and each formula guarded as though it were the blueprints of the latest six-inch field gun.

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It is with no small glow of pride that the Schoolmaster realizes that the dawning of the new day has been due in a great measure to advertising and to the modern merchandising methods which have been nourished by

advertising.

The Schoolmaster has come across a new type of stock promotion scheme which seems doubly unfair. It not only attempts to separate a man from his money, but also wastes his other valu-able possession—time. The scheme works as follows: A man who may be selling printing, lithography or advertising agency service, receives a postcard asking him to call at a given address, or phone. It has all the earmarks of an opportunity to figure on new business. When the man who has received the card calls or phones, a high pressure stock salesman tries to sell him some blue sky stock. One man recently, who received what he thought was an invitation to call for an order, telephoned and was urged to exchange some stock he owned for other stock issued by the promotion company, paying, of course, a good sum of cash in addition.

This surely is the lowest known type of advertising, which, selling a crooked product in the first place, in addition wastes a busy man's time by a totally misleading post-card. The Schoolmaster hopes that telling the Class about this latest fake stunt of the blue sky promoters will be the means of spoil-

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# Printers' Ink Weekly Circulation Report

•			
	CURRENT	SIX MONTES AGO	ONE YEAR
Date of Laure Movember 19, 1925			
Edition Ordered	21,400	21,500	20,900
Actual Run	21,400	21,500	20,966
New Subscriptions Received	139		
Renewal Subscriptions Received	121		
(Prior to expiration 99 After expiration 22 )			
Net Paid Gain	53		
Net Paid Loss			
Total Paid-in-Advance Mail Subscriptions	¥ 18,221	17,995	17,601
Newsstands Sales	2,119	2,299	2,349
(a) American News (net sales)	1,845	2,035	2,075
(b) Direct Out of Town (net sales)	274	0 264	274
Bound Volume Sales	150	156	156
Office Sales—Current	175	74	34_
TOTAL NET PAID.	x 20,665	20,524	20,140
Voucher Copies Mailed to Advertisers	269	220	241
Complimentary	-		
Samples	31		
(a) Requested	31		
(b) Unrequested	-		
Changes of Address	-		
Duplicate Copies	1		
Employees and Sules Promotion	205		
Total Number of Copies Printed Since January 1	999,318		
Average Edition from January 1 to Date	21,262	21,218	21,083

A Ligh Water mark Sign Brank & Melby

One of my friends criticized me for using the term "High Water Mark" so frequently on Circulation Reports. However, it's the best way I can think of to show that "P. I." circulation is on the "Up and Up." - F. H. M.

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# ECONOMICAL — EFFECTIVE

Premium Advertising not only produces now business—it holds old business.

Other forms of advertising have to be paid for before they produce business. The cost does not necessarily bear any fixed relation to results.

Premium advertising is paid for after sales are made. The cost is in proportion to the business done.

Our Premium Service saves customers all overhead expense, all investment in premium merchandise and all bother of buying, handling and distributing premiums.

Explanatory booklets mailed to those stating nature of business.

THE PREMIUM SERVICE CO., INC. 199 Franklin Street New York

# THE HOTEL BULLETIN

A monthly hotel magazine with a national distribution. Purchasing power of readers is

many millions.

Best producer in the hotel field.

Agency business solicited.

BEN. P. BRANHAM, Editor 951-957 Insurance Exch., Chicago

# American Sumberman

Est. 1873 CHICAGO, ILL. A.B.C. COVERS

The Entire Lumber Industry.

YOUR PRODUCT
will find its market in the
CHURCH FIELD
through the preachers' trade journal

# THE EXPOSITOR

710 Caxton Building, Cleveland, Ohio 17 West 42nd Street, New York 37 South Wahash Avenue, Chicago Semple and rate card on request.



ing its effectiveness as a time waster.

The habit of expecting too much is fundamental among all classes of humans. Sometimes, the piece of copy which read like the Gettysburg speech in the home office seems to lose its snap when it appears. The dream is always greater than the accomplishment. Especially is this true when a manufacturer shows to dealers something which appears later in less glory than they had been led to expect. Adolphe Schwob, Inc., in showing its dealers the free electros furnished for local advertising, realizes this tendency and does otherwise. Each electro is reproduced on newspaper stock and sent out in that form. "An ordinary cut," says the company, "reproduces fairly well on nice, smoothcoated paper. When you use such a cut in your newspaper ads you are disappointed. Why? Because you need a newspaper cut for newspaper work." The company is then able to show exactly the way the cut will print and no retailer is led to expect more than he will actually get in the way of reproduction.

A visit to the offices of the Jewel Tea Company prompts the Schoolmaster to remark that it's a long road that has no interesting scenery. In a trophy case at Jewel headquarters are several cups and a parchment certificate. One of the cups and the certificate were presented to the company by other companies that are direct competitors for business with Jewel.

The reason? Each year Jewel invites the executives of its competitors to attend its sales convention. And those executives have formed the habit of accepting the invitation and attending. They look on, doubtless learn many interesting details concerning Jewel organization ideas and selling methods, and have a good time, as is often done at sales conventions. The net result is that they go home feeling that they owe a real debt of gratitude to a big, friendly company.

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Following the conventions of the last two years these competitors have joined in presenting a cup and an engrossed testimonial their good-will and cordial feeling toward the Jewel That fact is signifi-Company. cant. Competition in the field of wagon selling of household prod-ucts has always been keen. It has not always been as fair or as above-board as it should have been, but conditions are improving now. What is the likelihood that a company head who has been a guest at one of the Jewel Tea conventions will be a party to circulating an injurious inuendo or more obvious mud slinging? How likely is it that he will tolerate knocking and other under the level tactics on the part of his employees?

The Jewel Tea organization is just a little proud of the cup and the testimonial. They are real "Don't talk about your trophies. competitors when you are selling" is a good rule. But what are you going to do when your competitor makes you want to talk about him in laudatory terms? Being a good host has disposed of one of Iewel Tea Company's most troublesome sales handicaps.

friend has made an interesting collection and which, the Schoolmaster ventures to say, is not to be duplicated anywhere. He has saved clippings of advertisements based on familiar phrases of the day, popular jargon, and books and plays.

Perhaps the most interesting col-

# You need this lettering device

-if you make layouts and dummies or if you use, or would like to use, Hand Lettering. The headlines above and below were lettered by a novice without training or ability.

# ™VIZAGRAPH

is not a rubber stamp, stencil or photographic process. It is a practical device that does yet-feet Hand Lettering in many styles and sizes. It is in constant use by Advertising Agencies, Art Services, Publishers, Engravers, Printers and Advertising Managers. In cost is moderate and it quity pays for itself in time and money assed and in improved work.

Send for illustrated booklet containing samples of VIZAGRAPH Work.

VIZAGRAPH Company 154 Fifth Ave., New York City

any independent advertising concern can put us in touch with an occasional printing jeb or an account, we will be glad to pay a regular commission. High-grade direct bymall booklet and catalogue work only, wanted. Our plant with complete facilities and service department is conveniently located near Penn Station. Address "E.," Box 23, care of Station. A

# ART DIRECTOR seeks change

 Agency experience.
 Art Service experience.
 Good education, pleasing personality, married, and ambitious for real opportunity.

Address "U," Box 192, care Printers' Ink



TORONTO-92 Adelaide Street West

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### YOU CAN HAVE THIS MAN JANUARY FIRST

Advertising man with fifteen years experience in all phases of the craft, will be free to accept position the first of the year. NEWSPAPER EXPERIENCE—advertising manager of several large dailies. AGENCY EXPERIENCE—Actually owned and operated service agency for several years. MANUFACTURING EXPERIENCE—For past three years director of advertising and merchandising of one of country's largest makers of products sold through jobing channels.

This live wire, is thirty-three years of age, married and has two children. He is willing to go anywhere in the United States where there is an unusual opportunity for advancement and congenial working conditions.

Can give as references names of personal friends who are exceptionally well known in newspaper, agency or manufacturing circles.

Who wants this unusual advertising man? You can get in personal touch with him for interview by addressing this agency.

MILLER, RENDALL, TOWELL, INC.
Advertising
519-521 Beaver Bldg. Madison, Wis.

# ART DIRECTOR

Position available with women's magazine in Class Group. Layout printing experience necessary. Publication experience and art training or appreciation desired. Reply, by letter only, to—

# **CHARM**

L. Bamberger & Co. Publishing Company.

lection is based on the title of a book which appeared to have the necessary imaginative appeal for headline purposes. The book in question is "If Winter Comes."

There were something like 120 advertisements carrying that title, many of them worked rather ingeniously into headlines, illustrations and copy angles.

At least thirty Florida advertisers have used "If Winter Comes," and it is going strong at the present writing. Many manufacturers of furnace equipment took possession of it. Nine underwear campaigns used it in some form or other.

This scrapbook contained a remarkable collection of advertisements based on quotations from the writings and sayings of Lincoln, a very popular source of inspirational supply. Roosevelt comes next, it would appear, as a popular figure with advertisers.

The fact that live news is playing a more important part in advertising, was reflected in a department of the book fairly bristling with clippings which told of Polar exploits, deep sea adventures and airplane flights of various kinds. The dirigible was well represented.

Mr. Babbitt, the book character, has been used in many ways by advertisers and has not as yet outlived his popularity, judging by the great volume of clippings in which he is mentioned.

# Tennessee to Remove Illegal Outdoor Signs

The Tennessee State Highway Department has started a campaign to remove all illegally constructed outdoor bulletins, signs and posters which conflict with the provisions of Senate Bill No. 226, governing the erection of outdoor advertising matter. This campaign will not interfere with structures placed on private property, either owned or leased for advertising purposes and so erected as not to constitute traffic hazards.

"GIBBONS knows CANADA"

J. J. Cibbons Limited. Advertising Ag

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# Business Publishers Appoint Agency Relations Committee

Malcolm Muir, president of The Associated Business Papers, Inc., has appointed the following as members of its agency relations committee: J. H. agency relations committee: J. H. Bragdon, Testile World, chairman; Harry E. Taylor, Economist Group: Harvey Conover, Industrial Manage-Harry E. Taylor, Economist Group: Harvey Conover, Industrial Management; David B. Gibson, Industrial Publications, Inc.; J. G. Jarrett, Modern Hospital; Karl Mann, Fire & Water Engineering; J. A. Oakley, Architectural Record; Russell Putnam, Factory; L. B. Sherman, Simmons-Boardman Publishing Company; Fred S. Sly, American Architect, and L. F. Stoll, McGraw-Hill Company, Inc.
The following committee

McGraw-Hill Company, Inc.
The following committee chairmen also were appointed: Advisory, A. C. Pearson, Economist Group; publicity, E. B. Terhune, Boot and Shoe Recorder; education, Frank Bruce, Bruce Publishing Company; irregular media, Warren. C. Platt, National Petroleum News; postal, M. C. Robbins, Robbins Publishing Company; trade practices, E. E. Haight, Concrete Publishing Company; standardization, J. C. Aspley, Sales Management; auditing, L. D. Becker, Oil Trade, and cost research, Henry G. Lord, Textile World.
Representing the association on the National Advertising Commission are Malcolm Muir, McGraw-Hill Company, Inc., W. H. Ukers, Tea & Coffee Trade Journal, and Merritt Lum, Factory.
Charles S. Baur, Iron Age, is chairman of the Eastern Membership committee and E. R. Shaw, Power Plant Engineering, Chicago, is chairman of the Western committee. chairmen

# Archibald McNeil, Jr., Starts Three Florida Papers

Archibald McNeil, Jr., formerly publisher of the Bridgeport Post and Telegram, has started three daily newspapers in Palm Beach County, Fla. The new papers are: the Palm Beach World; the Delray Press, and the Boca Raton News. Gilman, Nicoll & Ruthman, publishers' representatives, will represent these newspapers.

# General Outdoor Advertising Reports Income

The General Outdoor Advertising Company, Inc., New York, reports net income of \$2,037,000 for the eight months ended October 31. The gross income for this period was \$19,800,000.

# **Bound Volumes for** PRINTERS' INK **Publications**

WE bind PRINTERS' INK PRINTERS' INK and Monthly in black buckram, stamped in gold. The WEEKLY is bound in four volumes and costs \$2.00 a volume. postpaid, or \$8.00 for the year's set. The Monthly is bound in two volumes and costs \$3.00 a volume, postpaid, or \$6.00 for the year.

> Place your order now for 1926 bound volumes.

The Printers' Ink Publications 185 Madison Avenue New York, N. Y.

# ADVERTISING MANAGER Available

Competent advertising man, with technical skill, and practical grasp of sales problems; one who can see both from without and within; writes live copy, displays it properly, and would be virile force in sales or ganization and sales promotion.

ganization and sales promotion.
Age 39, university graduate, and 8
years advertising experience, two years
of which was active and successful work
in Japan on the largest American advertising acounts. Has thorough knowledger
retrising acounts. Has thorough knowledger
deriving accounts the support of the second secon



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# Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost sixty-five cents a line for each insertion. No order accepted for less than three dollars and twenty-five Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

# Printing Machinery and Supplies

New and Pre-Used Printers' Complete Outfitters Conner, Fendler & Co., New York City

PRINTING SALESMAN specializing in House Organs and Booklets can make good connection or will be assisted to establish himself. Box 653, care of establish himself. Printers' Ink.

A man with a few thousand dollars to invest desires to make a connection with a live publishers' representative— headquarters to be in Chicago. Address Box 652, Printers' Ink.

PUBLISHERS' REPRESENTATIVE located in Chicago with clientele amongst advertising agencies and advertisers can offer consumer or trade media representation in Chicago and territory. Box 639, P. I.

# Artist Wants Space

with live agency, printer, studio or publisher in exchange for services. Box 644, Printers' Ink.

Opportunity for advertising man to acquire substantial interest in "Southland Farmer," take charge of business and advertising. Must have few thousand to invest in business. Or will sell outright. "Southland Farmer," Houston, Texas.

FOR SALE

Mail-order business with list of customers from whom orders have been secured at unusually low sales cost. Has large possibilities in hands of someone who thoroughly understands direct-mail advertising. Price \$50,000. Will give terms on 35% of purchase price if purchases are settify present owners of chasers can satisfy present owners of their ability to manage successfully. Box 654, care of Printers' Ink.

### HELP WANTED

Manufacturing Concern in New · Jersey requires an energetic young man with a college education who is willing to work his way up in an organization. Address Box 630, Printers' Ink.

### ARTIST WANTED

Man with creative ability, capable of producing good work in pen-and-ink figure. still life and lettering. Send original pieces as samples, write fully, naming salary and time when you could take position. Harvey Advertising Agency, Inc., Atlanta, Ga.

Account executive in small but growing agency, fully recognized, must have ability to develop and efficiently handle accounts. Wonderful opportunity for right party. Box 641, Printers' Ink.

ARTIST

Commercial Artist wanted. An opportunity to enter business. Write for pointment, stating experience, etc. 633, Printers' Ink.

High-Powered Salesman High-Powered Salesman to secure \$300,000 contract, this could be done your spare time, applications will be hel in confidence. Box 649, Printers' Ink.

SPACE BUYER \$50 \$60 New York Agency desires experienced agency space and contract man. Christian, under 40. Apply in confidence to Vocational Bureau, Inc. (Agency), 17 West 42nd St., N. Y. City.

# Classified Advertising Solicitor

Good opening on afternoon daily in city less than one hour from Philadelphia. State qualifications, age and salary expected. Address Box 640, Printers' Ink.

BALESMAN

To represent a printing plant located in Metropolitan District specializing on Metropolitan District specializing on high grade color and halftone work. Organization includes a department of experts for visualizing and laying out sales promotion campaigns to dealers and consumers. Commission basis. Give full particulars as to former connections, age, etc. Box 627, Printers' Ink.

ADVERTISING SALESMEN-An ganization that renders a nation-wide and local direct-mail service, has an opportulocal direct-mail service, has an opportunity for men who have proven their sales ability to earn \$500 or more monthly on commission basis. Splendid opportunity for men experienced in direct-mail cit. calendar, motion-picture, blotter, de luxe books or correspondence courses. We have books or correspondence courses. We have the ammunition. The Service System, 442 Elizabeth Ave., Newark, N. J.

# DIRECT - MAIL MAN

A Direct-Advertising producing house in Metropolitan Middle-West city wants an EXPERTENCED Contact and Plan man to take charge of Service Department. Must have personality; must be creative; must KNOW Direct-Mail and must be willing to prove it. Send samples of work. An unlimited opportunity. Box 628, Printers' Ink.

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be of WANTED—An advertising writer with an engineering background. One of the largest manufacturers of industrial equipment in the New Jersey district requires an assistant advertising manager who can put advertising originality into engineering copy. Write complete details of experience, etc., to Box 637, Printers' lnk.

ADVERTISING SALESMAN WANTED

A weekly trade paper that dominates its field with an A. B. C. rating, wants to add to its New York staff an experienced and capable advertising salesman.

This man must be thoroughly acquainted with the larger agencies, and have had a successful record in selling

national accounts.

An unusual opportunity for the right man. State experience, religion, age, etc. Address Box 629, Printers' Ink.

### MISCELLANEOUS

# FOR SALE

Thirty drawer 15 x 18 cut cabinet excellent condition. Telephone Gramercy 6221.

### POSITIONS WANTED

Printer (compositor), 25, desires position with advertising agency or publishing house. Knows and can obtain good typography and press work. Opportunity sole object. Box 632, P. I.

Mailing and Multigraph Expert Young man, 27, married, 8 years' experience production manager of mailing, addressing, multigraphing, desires position A-1 references. Box 645, P. I.

### ARTIST

Designer, letterer, layout. A-1. Desires permanent connection. Address Box 648, Printers' Ink.

# **COPY WRITER and ARTIST**

seeks immediate connection. Experienced. Two weeks' trial at \$30 per week if placed at once. Box 634, Printers' Ink.

### PUBLICITY

Publicity director for national trade organization will be open for engagement early in 1926 for campaign related to agricultural development. Farmer, banker, economist, fluent speaker, he has developed educational publicity along unique lines. Particularly fitted by training and experience to serve manufacturers or distributors of foodstuffs who want the public to understand the agricultural benefits of the industry. Box 650, P. I.

# Copy An'

Three years of rugged agency experience and five years of university advertising training give me a foundation for the work I like—copy and visuals. Contact intelligently, plan, write and carry through production to the last detail of printed matter, but like copy best. Protestant, 28 years old, now employed. Box 647, Printers' Ink.

Salesman—Philadelphia territory. Single, Gentile, age 33; 12 years' experience, purchasing, sales and sales promotion, national corporations; present employed; financially responsible; salary or commission. Details on request. Box 636, P. I.

Magazine Circulation, Subscription or Agency Man. Three years' experience. Capable in sales promotion work. An asset to any magazine publisher who wants increased circulation. Address C. E. Breece, 46 No. Arlington Ave., East Orange, N. J.

Have been associated successfully for 20 years with nationally known manufacturer of Coal and Gas Ranges, also Furnaces, as salesman and assistant manager of sales. Can prove ability to get fullest co-operation from sales organization. Box 642, Printers' Ink.

JUNIOR EXECUTIVE, Accounting and Statistical, exp. advertising field. Keenly analytical mind, U. of Chicago graduate, successful exp., general bookkeeper National Bank, auditor and office mgr. large advertising co. Handled costs, budgets, statistical work, income tax, 29 yrs.; single. Wishes responsible position. Unusual references. Box 646, Printers' Ink, Chicago Office.

YOUNG MAN (26), married, college, trained, wants connection where 9 years of well-rounded advertising and executive experience can be utilized. Experience includes: business organization, preparation of sales, direct-by-mail and national advertising campaigns, copy writing, thorough knowledge of advertising essentials. Now employed, but future is limited. Box 643, Printers' Ink.

Agency Salesman. Clean, excellent sales record. Best character references, Experienced merchandising and contact man, 2 years in present position, 28 years old. Gentile, \$300 monthly for six months to demonstrate ability; thereafter "fired" or \$5,200 yearly. Unrecognized agencies or those with "deals" or expecting I will take present accounts with me, save postage. Present employers know of this ad. Box 651, Printers' Ink.

SALES MANAGER. Chain Store Grocery Stores, thoroughly familiar with all details of the Chain Store Business, particularly supervision of stores and directing buying. Backed by thirteen years' experience with one of the largest Chain Store Organizations in the country. Age 37. married. Services now available, seeks connection with progressive organization. Box 638, Printers' Ink.

# Advertising Manager

available Jan. 1st, ten years' experience with largest mftrs. agricultural mach., two years agency handling national accounts. Engineering education. Farm owner. Can bring valuable experience and knowledge of manufacturer selling farm field. Box 635, P. I.

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IN 1925 people spent about thirty million dollars more for merchandise advertised by Geyer-Dayton than they did in 1924.

The GEYER-DAYTON
ADVERTISING COMPANY
Dayton, Ohio

# The Chicago Tribunes

daily circulation is now more than

700,000

Two Tribune publications - The News New York's Picture Newspaper and the Chicago Tribune - now have the greatest daily circulation in America morning or evening